JULY 26, 1948

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio an vision

TELECASTIN

TECHNOLOGY DEPT LIBY
DETROIT 2 MICH

JUL 27 1948
DETROIT

TECHNOLOGY DEPARTMENT

Non-perishable fruit

Chances are you can recall some favorite teacher whose friendly interest helped shape your life, earned your affection. So, while the apples teachers get may be perishable, the fruits of their efforts with pupils are not.

In the communities they serve, the fruits of Fort Industry Stations' public service efforts are lasting, too.

More, as part and parcel of everyday life in their localities, the seven stations listed below have earned the same kind of affection that favorite teachers do . . . have become trusted and listened-to friends of their communities. To advertisers this means these stations speak with voices of authority.

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

"My wife has WLS on 75% of the time—everybody around here does"

JOHN L. BUSS, Hardware Merchant
Monticello, Indiana

JOHN L. BUSS celebrates his 25th anniversary in the hardware business in Monticello, Indiana (pop. 3,153) this fall. His first boss hired him right out of high school—because he could speak German with the farm customers. Within a few years, he bought the business, in nearby Reynolds. He had stores in several other towns before settling down in Monticello 25 years ago.

Today he is one of the town's leading merchants, and he proudly says he has built his business on *advertised brands*—he won't stock substitutes.

Asked what radio station was listened to most in White county, he answered unhesitatingly, "Oh, I'd say WLS, easily." Continuing his remarks: "At home my wife has WLS on 75% of the time—everybody around here does."

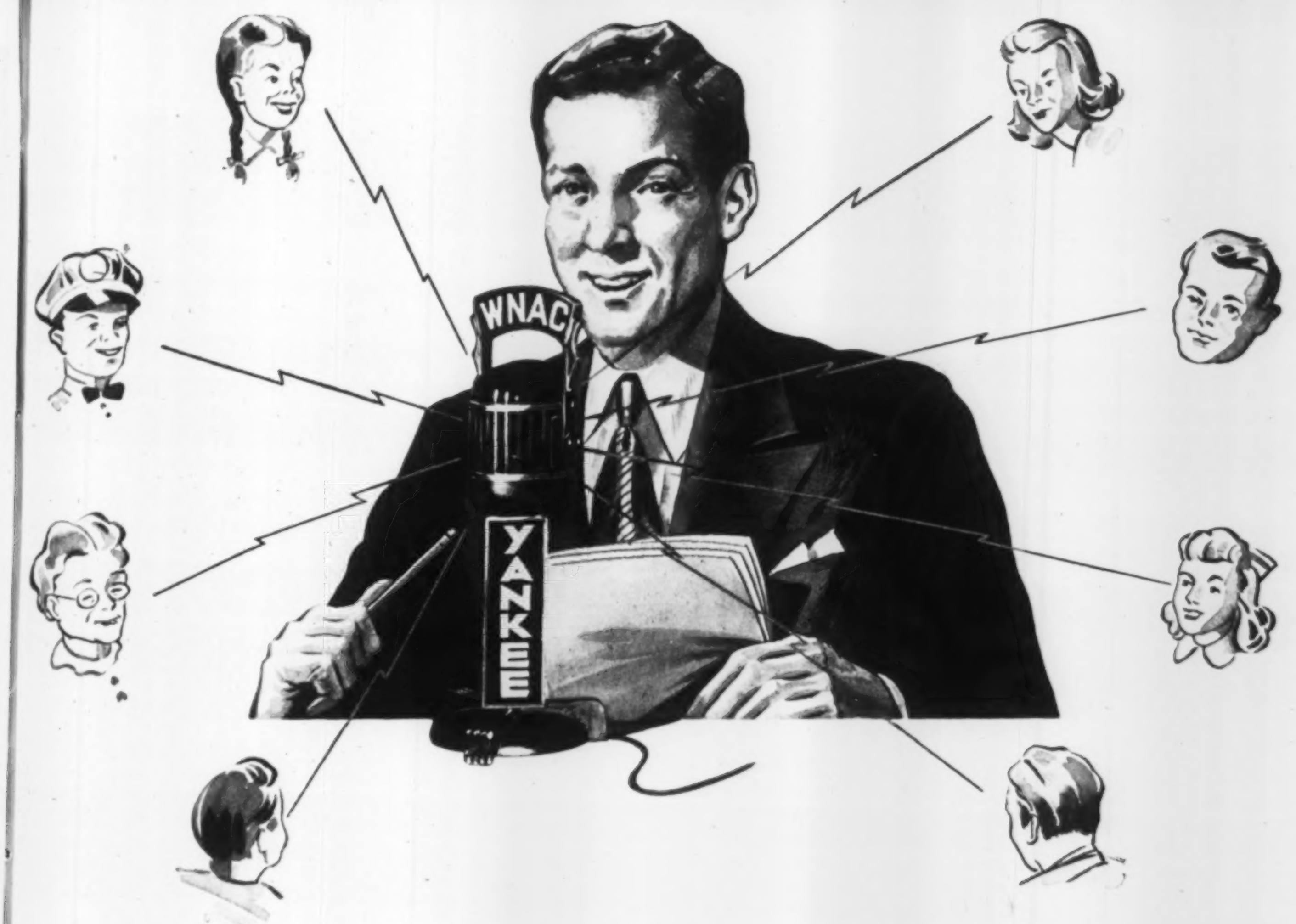
WLS is (by BMB figures) the leading station in White county—97% day, 94% night. Number two station has only 80-84%. Mail returns, too, reflect intensive listening to WLS. Last year, this county's 4,120 radio homes sent us 4,687 letters—*114% response!*

Annual income is almost 15 million dollars . . . retail sales close to 11 million . . . food sales alone are 2½ million and drug sales over half a million dollars. Here's a rich market in only one county—one out of 567 counties credited to WLS by BMB, daytime.

For over 24 years, WLS has given people like these homey folks of Monticello and White county the information they needed, the entertainment they wanted. That is why they have such confidence in us *today*—the kind of confidence that insures advertising results.

890 Kilocycles
50,000 Watts
ABC Affiliate
Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION



YOU CAN SELL THESE PEOPLE *Best* THROUGH THEIR HOME-TOWN STATIONS

Regular visits — friendly visits to New England homes through a Yankee home-town station, build dealer and consumer acceptance on a firm foundation in any community.

Yankee's 23 home-town stations give you the ready means for repeated visits to these homes in New England's key markets. Through these stations you have direct access to city and suburban trading zones in six states. You reach not only the big downtown shopping centers but all the neighborhood shopping centers for miles around.

Coverage of 89.4% of New England's radio homes. Local impact everywhere — friendly reception through the dealer's own home-town station — support for your sales organization and dealer set-up that is sure to pay off in growing sales volume throughout the Yankee six-state market. It's the Yankee way to attract Yankee buying.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING
at
deadline

Closed Circuit

SHEFFIELD FARMS Co., using television on *Small Fry*, WABD New York weekday series, 6-6:30 p.m. as test, talking about definite video schedule following expiration of present contract in September. N. W. Ayer & Son, New York, is agency.

CELANESE Corp. of America, New York, spot user in 22 U. S. markets, now scanning women's participation shows in case radio schedule is expanded. Ellington & Co., New York, is agency.

FRONT-PAGE news expected in fortnight or so involving hidden ownership elements in important market. Case involves both AM and TV grants, and FCC is pondering evidence to determine whether to institute revocation or show cause proceedings.

MAJOR beer account will make television debut early next month with quarter-hour program on four New York video stations.

BETTER BUSINESS Bureaus seeking to run down organization styling itself as network operation using key-name United, reputedly selling network announcements for livestock transactions to western ranchers.

POSSIBLE coming event—Judge Miller of NAB arguing before U. S. Supreme Court as counsel for broadcasters, should Baltimore stations be found guilty in contempt case (story page 24).

NOW in preparation is FCC's decision on money-giveaways involving Washington-area local, WARL Arlington Va., which is expected to set broad pattern for all giveaways, not excluding those on networks.

WHETHER transcription recording ban is settled by fall or not, Standard Transcriptions will send producer-engineer unit to Europe in September to pick up 300 tape numbers in London and Paris.

KWIK Burbank, Calif., to be sold by majority owners Sam Kerner, Bill Grey and Carl Altman for about $100,000, subject to FCC approval. Buyers are George H. Bowles, Los Angeles advertising man, and J. Charles Sutherland, Los Angeles financier. Deal handled by Blackburn-Hamilton Co., station brokers.

HOW LONG present NARBA treaty will be extended apparently will be decided during international high-frequency conference in Mexico in October. That's procedure wanted by Cuba, which remains adamant against 2-year extension (from March 28, 1949) suggested by Mexico or 18-month extension proposed by U. S. Cuba has protested new-facil-

(*Continued on page 86*)

Upcoming

July 26-27: NAB District 4 meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

July 29-30: NAB District 3 meeting, Bellevue-Stratford Hotel, Philadelphia.

Aug. 2-3: NAB District 1 meeting, Somerset Hotel, Boston.

Aug.5-6: NAB District 2 meeting, Hotel Sheraton, Rochester, N. C.

(Other Upcomings on page 64)

Bulletins

WJZ-TV NEW YORK, slated to start Aug. 10, has half-million dollars' worth of commercial commitments, according to Murray B. Grabhorn, ABC vice president in charge. Among 22 advertisers is Modern Industrial Bank, which will sponsor video version of *America's Town Meeting* show to be offered to ABC's TV affiliates for local sponsorship starting Oct. 5. Bank sponsors show on AM.

ACTION of ANPA in joining NAB in fight against Baltimore Gag (story page 24), "emphasizes once again that basic freedoms are indivisible," NAB President Justin Miller said Friday. "NAB is pleased that even so unfortunate an affair, with its overtones of constitutional violation, has made it possible for this association and ANPA again to make common cause," he added.

TBA READY TO EXPAND SERVICE, SAYS POPPELE

FULL trade association service for nation's TV outlets by TBA, with expanded staff operation, planned as TV industry develops, Jack Poppele, WOR New York, president of Television Broadcasters Assn., told BROADCASTING Friday when asked about proposed NAB-television meeting Aug. 11 in Chicago (see meeting story page 27 and TBA regional committee story page 57).

Forecasting growth of TBA just as NAB developed for broadcast stations during quarter-century, Mr. Poppele said formation of regional committees and preparation of TV code are steps in expansion. He said non-member stations will be invited to attend opening autumn meetings of TBA regional committees. In past TBA has operated strictly in the East, with skeleton staff. Will Baltin is TBA secretary-treasurer.

Pointing to TBA growth, Mr. Poppele said it was founded in 1944 with 10 members and now has 70, of whom 34 are broadcasters and others associate or educational. He said association proposed graduated scale of operating hours for TV stations as adopted by FCC, easing former 28-hour rule, and has long record of achievements on behalf of television industry.

Business Briefly

S. O. S. BUYS CBS SHOWS ● S. O. S. Co., San Francisco, has purchased two CBS programs starting in August for S. O. S. Cleaner and Soil-off. They are: *Mr. Information*, Mon.-Fri., 4:25-4:30 p.m. (PDST), starting Aug. 16 on 8 California stations; *Knox Manning News*, Mon.-Fri., 12:30-12:45 p.m. (PDST), starting Aug. 30 on 8 stations. Agency, McCann-Erickson, San Francisco.

DICKER FOR R.F.D. SHOW ● Allis-Chalmers Manufacturing Co., Milwaukee, is dickering with Louis G. Cowan Inc., Chicago, for sponsorship of firm's package, *R.F.D. America*, aired Sundays 8:30 p.m. (EDT) as summer replacement for Fred Allen show over NBC.

SPONSOR MURRAY ON KFI ● Southern California Magazine Distributors, Los Angeles, Aug. 3 starts five-weekly, 15-minute *Johnny Murray Talks It Over* on KFI Los Angeles for 52 weeks. Agency, Hamilton, Whitney & Hurst, Los Angeles.

COLGATE PLANS ● Ted Bates Inc. considering for Colgate-Palmolive-Peet several shows, among them *I Remember Mama*, *Ou Miss Brooks* and *Bob Burns Show*, to replace Kay Kyser show, dropped last season.

CURTIS RENEWS ● Curtis Circulation Co. has signed effective Aug. 2 52-week renewal for *The Listening Post* on ABC, Mon.-Wed.-Fri., 10:45-11 a.m. Agency, BBDO, New York.

LEVER NAMES TWO TO ADVERTISING POSTS

CHARLES N. CRITTENTON, former assistant sales manager, Toilet Articles Division, Colgate-Palmolive-Peet Co., appointed t newly created position of general sale manager of Pepsodent Division, Lever Bros. Lawrence R. Leach, assistant brand advertising manager of Swan, Rinso and Lifebuoy, Lever Bros. products, has been named assistant advertising manager of company, in charge of Surf, Lever's newest product.

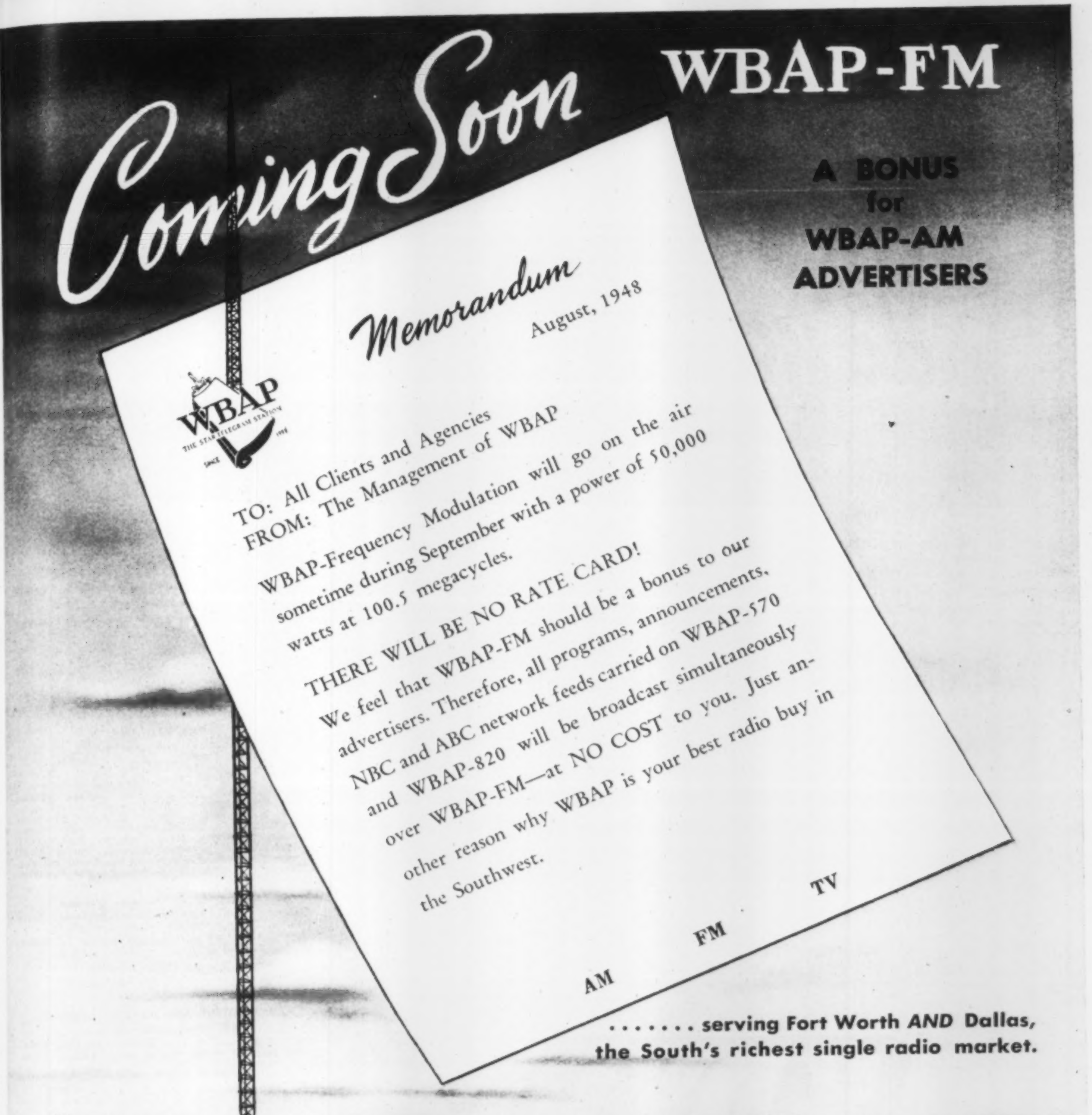
FRENCH NET IN NEW OFFICE

FRENCH Broadcasting System (Radiodiffusion Francaise) has opened new office at 934 Fifth Ave., New York. Pierr Crenesse, director of FBS in North America, served as host at inauguration of ne quarters July 22.

AMOCO SIGNS ABC SERIES

AMERICAN OIL Co. has signed with ABC to sponsor *Carnegie Hall* on 96 stations beginning Sept. 26, Sundays 7:30-8 p.m. fo 52 weeks. Arthur Fiedler to conduct 35-piec orchestra. Agency, Joseph Katz, New York.

Closed Circuit



Coming Soon WBAP-FM

A BONUS for WBAP-AM ADVERTISERS

Memorandum

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922

August, 1948

TO: All Clients and Agencies
FROM: The Management of WBAP

WBAP-Frequency Modulation will go on the air sometime during September with a power of 50,000 watts at 100.5 megacycles.

THERE WILL BE NO RATE CARD!

We feel that WBAP-FM should be a bonus to our advertisers. Therefore, all programs, announcements, NBC and ABC network feeds carried on WBAP-570 and WBAP-820 will be broadcast simultaneously over WBAP-FM—at NO COST to you. Just another reason why WBAP is your best radio buy in the Southwest.

AM FM TV

. . . . serving Fort Worth *AND* Dallas, the South's richest single radio market.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 3, TEXAS

ABC	NBC	Lone Star Chain
570 Kc 5,000 watts	820 Kc 50,000 watts	

Amon Carter, Pres.
Harold Hough, Dir.

George Cranston, Mgr.
Roy Bacus, Com. Mgr.,

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

"What secrets do you have?"

That's what a prominent national advertiser (name on request) wanted to know, as he was amazed at the size of the audience for his program in the KDYL area compared with listening trends across the nation.

Well, we have no secrets. We do have, however, long experience in programming, showmanship and promotion. These things we apply to *every* program. That's why KDYL is the *popular* station in Utah.

Salt Lake City, one of the Preferred Markets in America today, is worth cultivating. Alert advertisers use the station of proved popularity . . .

★

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative:
JOHN BLAIR & CO.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C.   Telephone: ME 1022

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, ***Managing Editor***

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Tyler Nourse, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan. Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, ***Business Manager***

George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Barbara Birch.

AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, ***Director***

Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD LEVI, ***Manager***

David Ackerman, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon, Jane Pinkerton.

HOLLYWOOD BUREAU

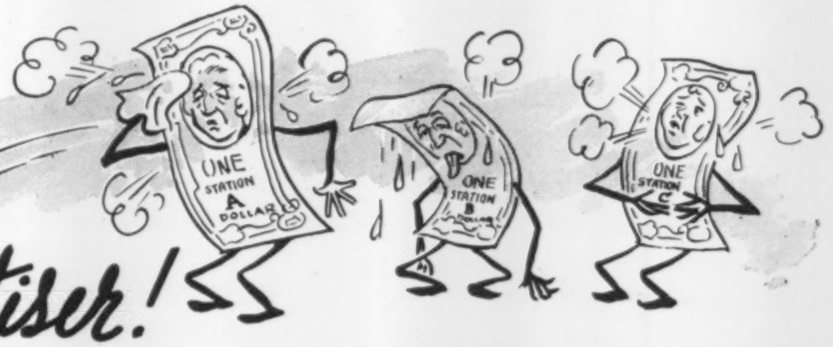
6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office
Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



Mr. Advertiser!

HOW FAR DOES YOUR RADIO DOLLAR GO ?

ONE RADIO DOLLAR
ONE WGN RADIO DOLLAR
ONE
WGN RADIO
DOLLAR

A dollar is 4 quarters or 10 dimes or 20 nickles or 100 pennies. But it is even more than that when used on WGN. It means an opportunity to reach old customers and new consumers at a lower cost per home than any other network Chicago station for the average local program.

In that all-important time from 8:00 A.M. to 6:00 P.M., Monday thru Saturday, the average quarter hour on WGN delivers 1069 homes for just one dollar, which is 60 to 200 homes better than other stations.

Why not let each of your dollars reach over a thousand Chicagoland homes by using weekday, daytime WGN?

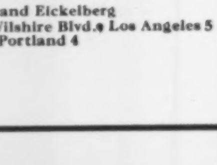
NOTE: *All data based on February-March, 1948, Nielsen ratings and published time rates only.*

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd. Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

The Swing is to WHB in Kansas City

A PRETTY PICTURE

Buy WHB in Kansas City, and you get a *known* quantity. You get full value—and more—in tangible sales results. Sweet knowledge that, and simple as ABC. Know why?

a—**10,000 watts** carry your message to more than three million people in the five-state WHB coverage area, where the low frequency of **710 kilocycles** assures clear, interference-free reception.

b—**Day and night,** WHB is winning new friends for your product. WHB promotion draws listeners, and WHB programming holds them. Locally-produced shows and fine Mutual network features blend into the New Listen in Kansas City radio.

c—**Rates are unchanged.** They're low, and they include expert assistance in merchandising, promotion and advertising. Real agency service!

See your John Blair man for availabilities!

10,000 WATTS IN KANSAS CITY
WHB
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER
Represented by
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

HORTON MALLINSON joins Harry B. Cohen Agency, New York, as media director effective immediately. He was formerly with Badger, Browning & Hersey as vice president and radio business manager and prior to that with Paul H. Raymer Co. as manager of Chicago office.

JAMES MORGAN, radio director of Raymond R. Morgan Co., Los Angeles, elected agency vice president. He will supervise agency's network shows and television activities. **HARRY ENGEL**, former business manager for Earl Carroll, joins Morgan Co., as sales promotion director.

FREDERICK INGALLS, former assistant advertising manager, General Petroleum Corp., Los Angeles, joins Ratcliff Adv., Dallas, as account executive.

MARVIN YOUNG, Ruthrauff & Ryan Hollywood business manager, named radio director replacing **SAM PIERCE**, resigned.

Mr. Young

BURKE GILLIAM, manager of Dallas office of Watts, Payne Adv., elected vice president and member of board of directors.

DAN WHITE & Assoc. formed in El Paso, Tex., on July 1, simultaneously with dissolution of firm of Mithoff and White. Firm is headed by **DAN T. WHITE** and staff of former employes. Offices at 706 Martin Bldg.

DAN RUBIN, former production director for Television Guild, joins Slans & Maury Adv., New York, as television and radio director.

JOAN SACK, formerly in radio copy department of Ruthrauff & Ryan, New York, joins radio copy department of Compton Adv., New York.

GEORGE M. WOLFE, formerly of Ruthrauff & Ryan, Hollywood, joined West-Marquis Inc., Los Angeles, as account executive. **MEL J. HICKMAN**, formerly of Morgan agency, Phoenix, joins West-Marquis in San Francisco, as account executive.

E. THOMAS McBREEN appointed mechanical production director in Chicago office of J. Walter Thompson Co., where he has been employed in the mechanical department 26 years. He succeeds **GEORGE W. SPEYER.**

VERNON BROWN, formerly with Donahue & Coe Inc., New York, as account executive and copywriter, joins copy department of Geyer, Newell & Ganger, New York.

RANDY MEBANE, station promotion manager of Young & Rubicam New York radio publicity department, is in Hollywood for week conferring with agency's publicity department there.

LUDA UROFF, formerly with Foote, Cone & Belding, Los Angeles, joins creative staff of Erwin, Wasey & Co., that city, specializing on copy for food, financial and household products.

MARY LEWIS, former account executive with Brisacher, Van Norden & Staff, San Francisco, and **RUTH LEE HARRINGTON**, freelance writer, join staff of Robert L. Pickering Adv., same city.

NORMAN F. ELLIOTT, former assistant professor of journalism at Northwestern U., joins Chicago copy department of Young & Rubicam. He was previously with N. W. Ayer & Son, Chicago.

WES BATTERSEA resigns as radio director of Raymond Keane Adv., Los Angeles, to do his own radio programs. He is m.c. of CBS *Free for All* program and recently started *Breakfast With Battersea.*

M. HERBERT KING, formerly with Emerson Drug Co., New York, joins Sullivan, Stauffer, Colwell & Bayles, New York, as controller, and **WINFIELD HATCH** joins agency's production department. Mr. Hatch was formerly with J. Walter Thompson Co., and Geyer, Newell & Ganger, both New York.

RICHARD BUSS, former account executive with Klingelsmith & Co., Los Angeles, joins Western Adv., that city, in same capacity.

ROBERT McELWAINE resigns as publicity director and account executive of Makelim Assoc., Hollywood, to reopen his own publicity office.

Look at these figures...

On the top two (listener-wise) stations in Louisville

	WHAS	Station B
Approximate gross effective buying income within .5 mv/m contour.	$4,911,325,000*	$1,113,644,000
Cost of 1-minute daytime announcement. (One-time daytime rate from June SRDS listings.)	$37.50	$20,00

*Not included in this figure, though within the WHAS .5 mv/m contour, are the Cincinnati and Indianapolis metropolitan areas in which WHAS claims an appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Copr. 1948); further reproduction not licensed.

WHAS GIVES YOU MORE FOR YOUR MONEY!

Buying income reached per $1 spent for radio time:

WHAS — $130,968,666

STATION B — $55,682,200

It just makes sense, doesn't it, to spend your advertising dollar where you get the most in return. And in Kentuckiana the station that gives you the most for your money — the only station that reaches and sells all of Kentuckiana — is WHAS. Better check availabilities with your Petry man.

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

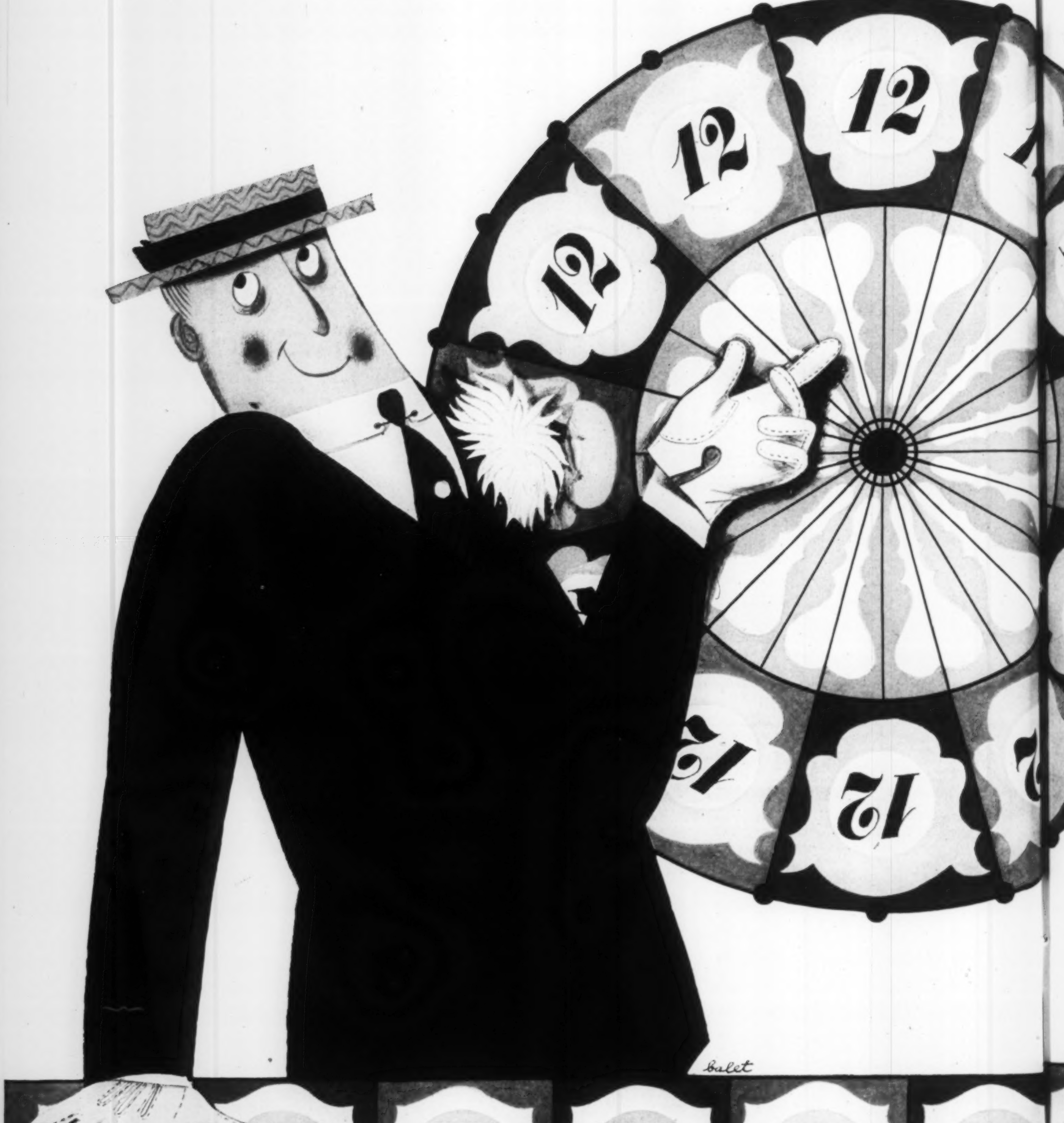
Victor A. Sholis, Director —— *J. Mac Wynn, Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

Reaching MORE for LESS

Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)
WHAS . . $130,968,666
STATION B $55,682,200

Ask Petry for PROOF


12
balet
12
WBT
Charlotte
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KSL
Salt Lake City
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WRVA
Richmond
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WAPI
WAFM
Birmingham
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WEEI
Boston
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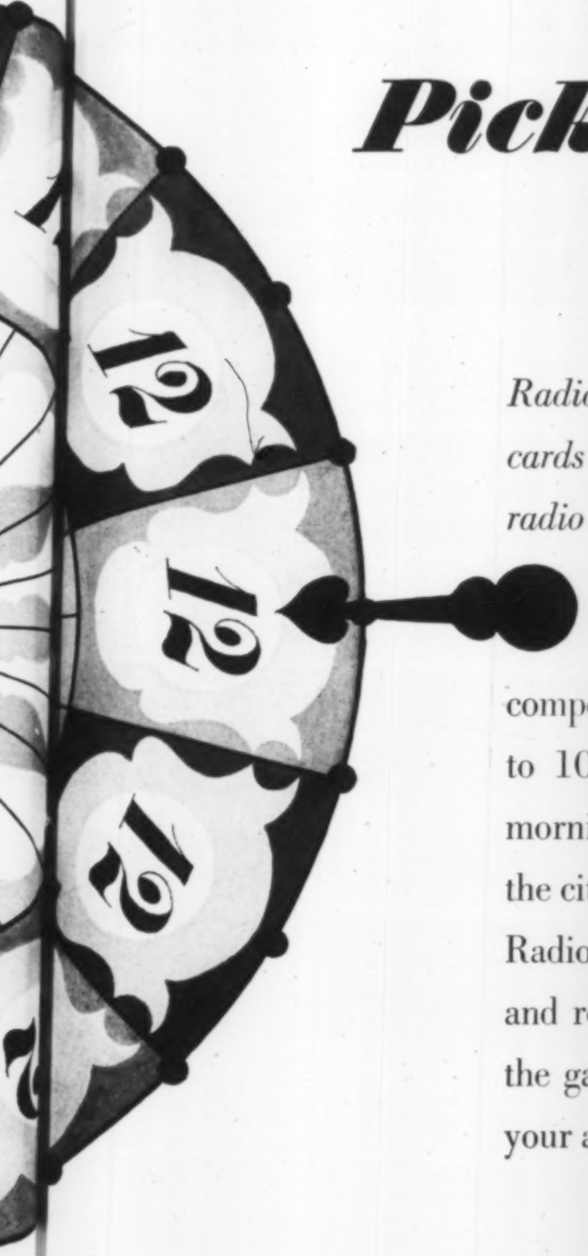
WCCO
Minneapolis-
St. Paul



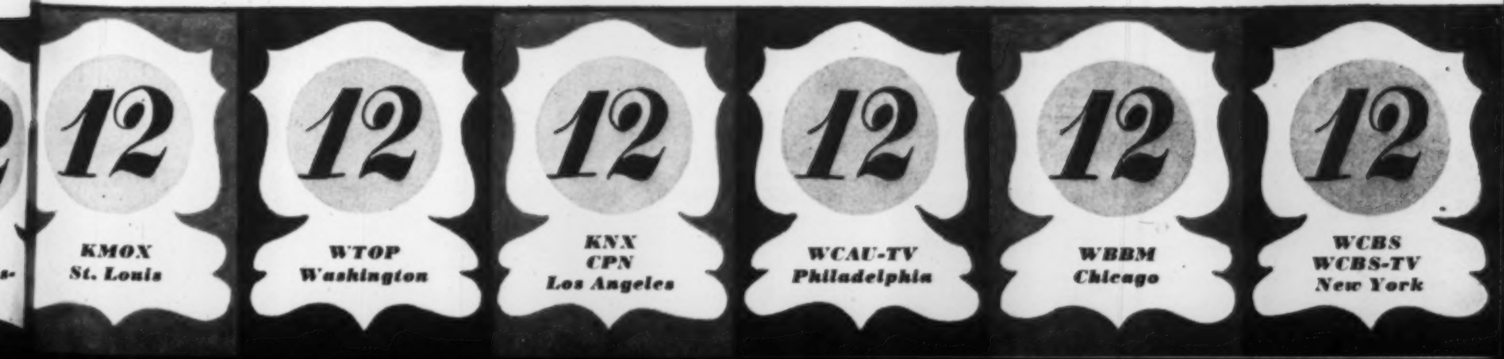
Pick a winner...

(WITHOUT TAKING A CHANCE)

Radio Sales has a file of 1,600,000 tabulating cards that can tell you everything about radio listening in your most important sales territories. Not only for Radio Sales represented stations—but also for all competing stations. Not only from 8:00 a.m. to 10:00 p.m.—but also for the early morning and late evening hours. Not only in the city—but out of town too. With this exclusive Radio Sales research—the most penetrating and resourceful in the spot field—you can take the gamble out of taking a chance with your advertising budget. And collect!

Radio Sales

RADIO STATIONS REPRESENTATIVE... CBS


12
KMOX
St. Louis
12
WTOP
Washington
12
KNX
CPN
Los Angeles
12
WCAU-TV
Philadelphia
12
WBBM
Chicago
12
WCBS
WCBS-TV
New York

WILMINGTON, DEL.

WDEL

Sells...
- Consistently
- Profitably

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

5,000 WATTS
DAY &
NIGHT

NBC
AFFILIATE

A STEINMAN STATION

Feature of the Week

Top o' the Morning
Breakfast from the Window
7 - 9 AM

There was no room for modesty in Mr. Pritchard's store-window home.

THE USUAL procedure of an announcer, via the airwaves, invading the privacy of an audience's bedroom and breakfast nook has been profitably reversed by a Sioux Falls, S. D. announcer who drew listeners to his glass-front bedroom for intimate early morning shows.

It all started when Wayne Pritchard, who conducts the *Top 'o the Morning* show for KIHO Sioux Falls, gave vent to his feelings

(Continued on page 84)

On All Accounts

"IF THE NUMBER of shows Al has worked on successfully were laid end to end," said one New York agency man recently in discussing Al Scalpone, newly appointed manager of the radio department of McCann-Erickson, New York, "they would probably extend from here to Hollywood."

In describing most radio functionaries that enthusiastic observation would be tolerantly dismissed as an excusable exaggeration, yet in the case of Alfred James Scalpone the facts would indict it as an outright understatement for Mr. Scalpone's record of 58 different and outstanding network programs has actually cut a star-crossed path from New York to Hollywood and back again.

AL

Born in Manhatten Aug. 23, 1913 and schooled at Columbia U., Mr. Scalpone secured his first job with Young & Rubicam toting mail about the agency. Soon, however, he had advanced to opening his own mail while writing commercials on shows featuring Fred Allen, Eddie Cantor, Phil Baker and many others. It was in 1939 that he was transferred to Hollywood and was named commercial supervisor of Y&R's office in that city. While in this capacity he created the advertising campaign for Swan soap on the *Burns & Allen show.* He also acted as editorial supervisor on *Screen Guild Theatre.* In the fall of 1940 he moved from commercial endeavors to comedy writing and the assistant producership of the *Burns & Allen Show* and Tommy Riggs program. A few months later he was named assistant to Tom Lewis, then radio head of the agency.

In 1941 Mr. Scalpone helped create the Hollywood Advertising Council, which funnelled and allocated public service drives to the proper source. In addition to helping the Ad Council, Mr. Scalpone was consultant to the Army and Navy Welfare Committee and was named special consultant to the Secretary of War. In 1942 he took a leave of absence from the agency to become civilian assistant program director of Armed Forces Radio Services. While with AFRS he was in charge of more than 40 live shows.

His mission completed for the special services, Mr. Scalpone returned to Y&R as producer-supervisor. He worked in that capacity

(Continued on page 72)

Dominant
SELLING
POWER

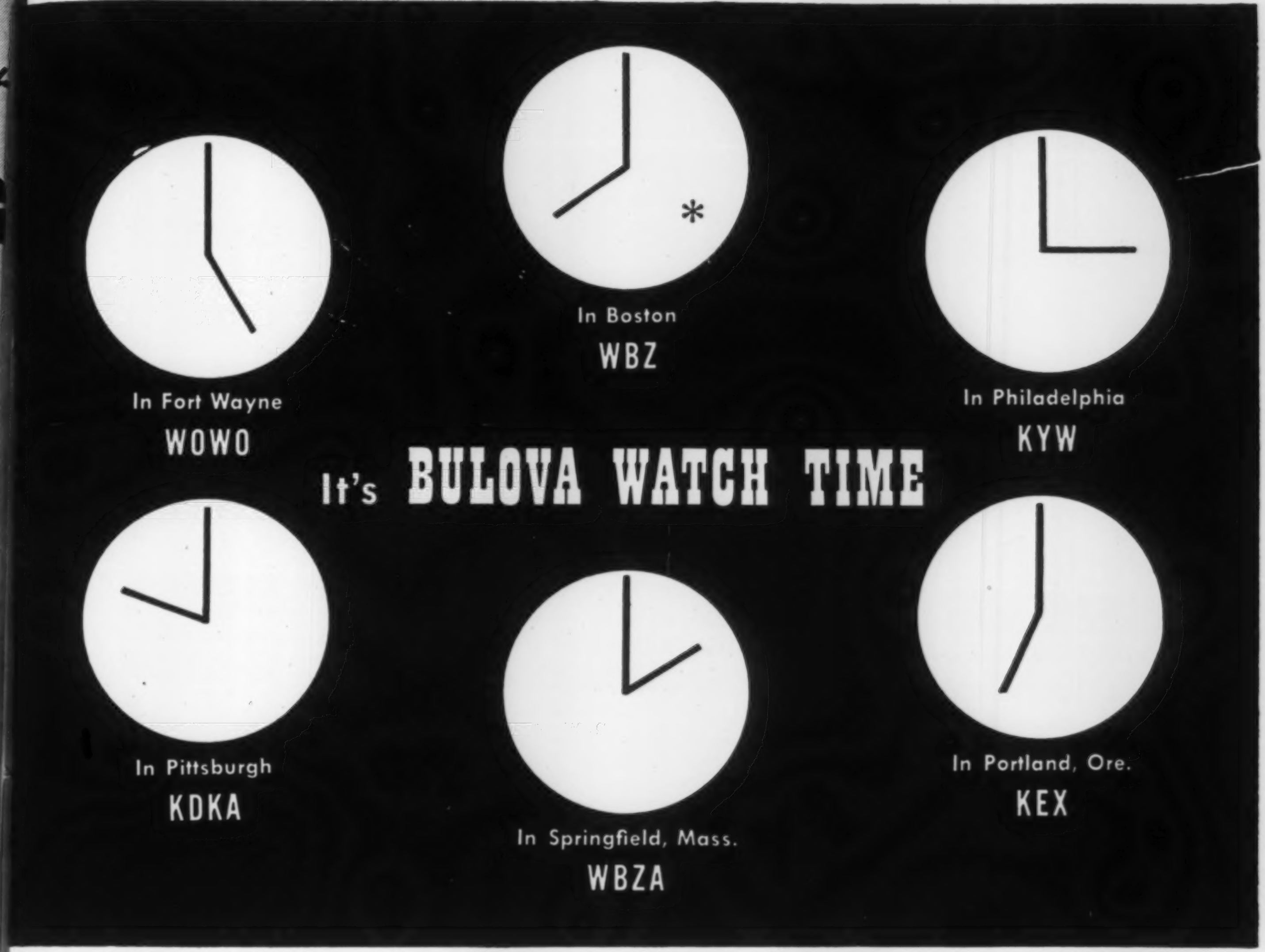
in the Nation's
12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives


In Fort Wayne
WOWO
*
In Boston
WBZ
In Philadelphia
KYW
It's BULOVA WATCH TIME
In Pittsburgh
KDKA
In Springfield, Mass.
WBZA
In Portland, Ore.
KEX

..every day.. on all six WESTINGHOUSE stations

In *buying* time as in *telling* time, Bulova knows its business. And to reach some of the nation's greatest market-areas, Bulova buys time on Westinghouse radio stations.. *all six* of them!

Bulova and other leading advertisers cover the densely-populated New England area through WBZ and WBZA. They reach the rich four-state Philadelphia trading area through KYW. They penetrate the tri-state Pittsburgh market through KDKA. They reach millions of Midwestern listeners over WOWO, Indiana's most powerful station. And they tap the fast-growing Pacific Northwest through Portland's KEX, the only 50,000 watt station in Oregon.

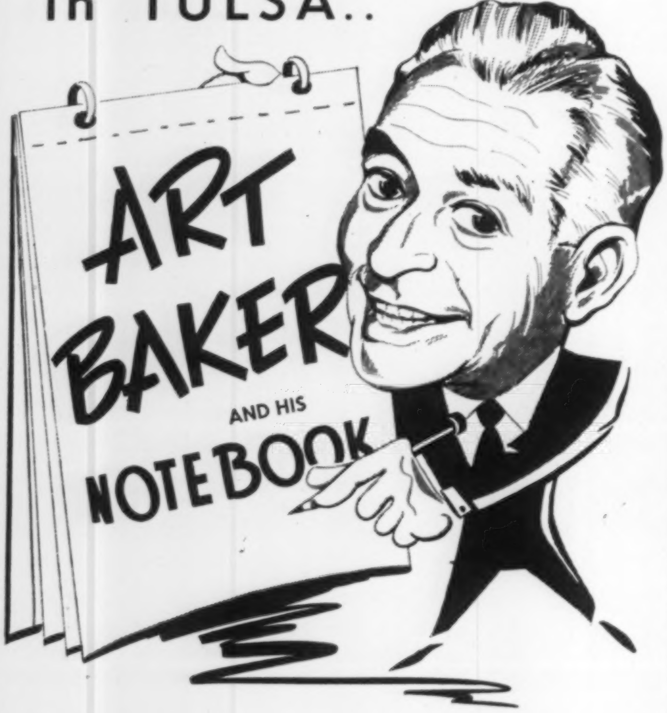
Within reach of the six Westinghouse stations live 30 million Americans.. a substantial slice of the country's purchasing power! Ask our national representatives for costs and availabilities.

Westinghouse Radio Stations Inc.. owner and operator of KDKA, WOWO, KEX, KYW, WBZ, WBZA, and WBZ-TV. National Representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.

***.. *Since preparation of this ad they've bought* WBZ-TV!**

WESTINGHOUSE RADIO STATIONS Inc

NOW AVAILABLE
in TULSA..



The story-telling, humorous philosopher of the air waves from the West Coast to the Eastern Seaboard is now heard in Tulsa with his new show featuring live participations, over KTUL from 1:00 to 1:30 p.m. Monday through Friday.

RATES

13 weeks	$17.00 per time
26 weeks	16.00 per time
39 weeks	15.00 per time
52 weeks	14.00 per time

See Avery-Knodel or Phone, Wire or Write . . .

KTUL

BOULDER ON THE PARK — TULSA, OKLA
Affiliated with KOMA, Oklahoma City

Avery-Knodel, Inc.
Radio Station Representative

CBS

John Esau
Vice Pres. & Gen. Mgr.

New Business

B. T. BABBITT Inc., New York, appoints Duane Jones Co., New York, to handle advertising of Glim, newly acquired liquid household detergent. Botsford, Constantine & Gardner will continue to handle Advertising of Glim on West Coast.

SAMUEL GOLDWYN PRODUCTIONS appoints Monroe Greenthal Co., Hollywood, to handle advertising starting with picture titled "Enchantment." Radio will be used.

STANDARD LABORATORIES Inc., New York, division of William R. Warner Co., appoints Kiesewetter, Wetterau & Baker Inc., New York, to handle its campaign for Sloan's Liniment and Sloan's Balm. Not expected that radio will be used immediately, but is anticipated for sometime next year.

SAM COSLOM-NOEL CLARKE PRODUCTIONS appoints J. Walter Thompson Co., New York, to handle national campaign for new movie, "Music City," to be released by United Artists. Campaign calls for agency to sit in on all phases of production to assure utmost exploitation value.

TILL'S "SOUTHERN DELIGHT" FRUIT CAKE Co., Baltimore, appoints Layne, Leene & Greene, New York agency dealing exclusively in television. National campaign to begin this fall, at first on test basis.

ZIPPO Mfg. Co., Bradford, Pa., (table and pocket cigarette lighters), appoints Geyer, Newell & Ganger Inc., New York. to direct advertising. Plans now being formulated.

FABRICA De CALZADO "El Triunfo," affiliate of General Shoe Corp., appoints McCann-Erickson's office in Lima, Peru, to handle Peruvian shoe advertising. Radio will be used.

STRINGER-DRIVER Co., San Francisco (moving and storage), appoints Gerth-Pacific Agency, same city, to handle advertising. Radio will be used.

BISCEGLIA BROTHERS WINES Corp. appoints St. Georges & Keyes, New York, to handle advertising of Paradise Wine, effective Aug. 16.

LOS ANGELES NUT HOUSE, Los Angeles (peanut butter), appoints Bodine & Meissner, that city, to handle advertising. Radio will be used.

Network Accounts • • •

E. J. BRACH & SONS, Chicago, (candy), signs 52-week contract with MBS for *Superman*, Mon.-Fri., 5:15 to 5:30 p.m. (CST), starting Aug. 30, through George H. Hartman Agency, Chicago. Marks firm's return to Mutual after three-year absence.

PHILCO Corp., Philadelphia, Sept. 29 renews for third successive season, Bing Crosby show on ABC, Wed., 10-10:30 p.m. Agency: Hutchins Adv., New York.

BLOCK DRUG Co., New York, Oct. 4 starts 52-week sponsorship of *Rise and Shine*, Mon.-Wed.-Fri., 7:30-7:40 a.m. (PDST), on full Don Lee Network. Agency: Cecil & Presbrey, New York. **SEECK & KADE** (Pertussin cough remedy), New York, starts sponsoring same program for 26 weeks Sept. 7 Tues.-Thurs. in same time slot. Agency: Erwin Wasey & Co., New York.

OGILVIE FLOUR MILLS Ltd., Montreal, Sept. 13 starts for 39 weeks Kate Aitken commentary, Mon., Wed. and Fri. 10:30-10:45 a.m., with repeat to West Coast 5-5:15 p.m. on 33 Dominion Network stations. Agency: MacLaren Adv., Toronto.

WHITE KING SOAP, Los Angeles, July 19 extended for 52 weeks sponsorship of *Chandu* to four stations of Aloha Network, Hawaii, Mon.-Fri. (5:15-5:30 p.m. HST). Agency: Raymond R. Morgan Co., Hollywood.

ROBIN HOOD FLOUR MILLS, Toronto, Aug. 19 to Feb. 10 renews French-language show *Les Talents de Chez Nous* on 11 CBC French stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

CANADIAN BREWERIES Ltd., Montreal (beer), Sept 15 renews to

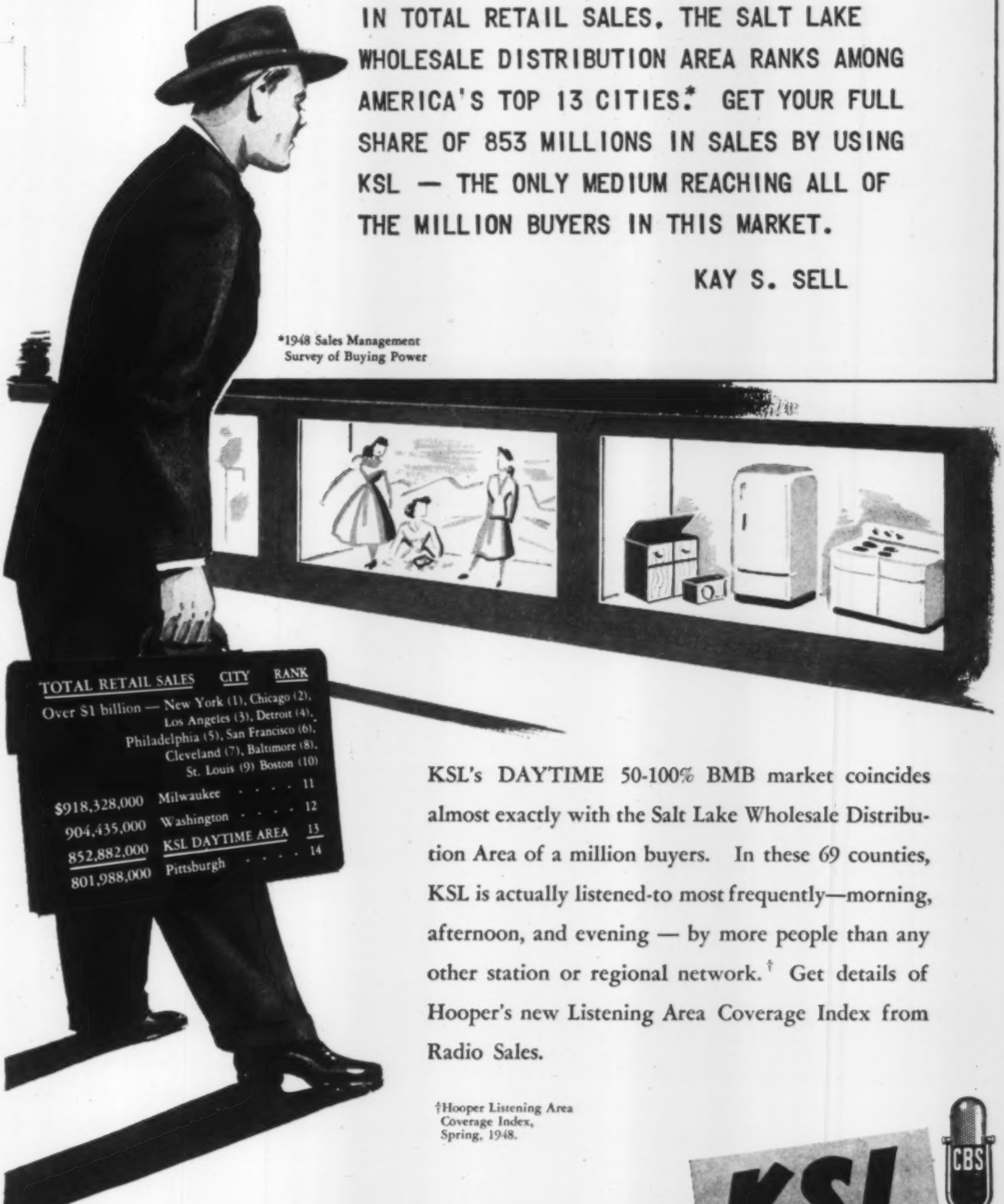
(*Continued on page 74*)

K. S. SELLOGRAM

IN TOTAL RETAIL SALES, THE SALT LAKE WHOLESALE DISTRIBUTION AREA RANKS AMONG AMERICA'S TOP 13 CITIES.* GET YOUR FULL SHARE OF 853 MILLIONS IN SALES BY USING KSL — THE ONLY MEDIUM REACHING ALL OF THE MILLION BUYERS IN THIS MARKET.

KAY S. SELL

*1948 Sales Management Survey of Buying Power



TOTAL RETAIL SALES	CITY	RANK
Over $1 billion —	New York (1), Chicago (2), Los Angeles (3), Detroit (4), Philadelphia (5), San Francisco (6), Cleveland (7), Baltimore (8), St. Louis (9) Boston (10)	
$918,328,000	Milwaukee	11
904,435,000	Washington	12
852,882,000	KSL DAYTIME AREA	13
801,988,000	Pittsburgh	14

KSL's DAYTIME 50-100% BMB market coincides almost exactly with the Salt Lake Wholesale Distribution Area of a million buyers. In these 69 counties, KSL is actually listened-to most frequently—morning, afternoon, and evening — by more people than any other station or regional network.† Get details of Hooper's new Listening Area Coverage Index from Radio Sales.

†Hooper Listening Area Coverage Index, Spring, 1948.

KSL CBS

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS

WE DON'T THINK YOU'LL WANT THIS WALTZ (Ky.)!

We don't want to tread on any toes, but if you come dancing into Kentucky, with radio—well, dearie, let's sit this Waltz out!

Polka on over to WAVE, and you don't pay for the Waltz. You pay *only* for the Louisville Trading Area, where WAVE has 81% of its entire Daytime BMB Audience, and where the people have an Effective Buying Income *almost* as large as all the rest of Kentucky combined!

What do you say, partner—shall we shake a hip?

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Merchants Program

EDITOR, BROADCASTING:

I enjoyed your story on "Merchants Unite" written by Glenn G. Whittier of WJRI Lenoir, N. C.

However, Mr. Whittier doesn't claim credit for a "first" I hope.

Back in 1945, I managed WSSV Petersburg, Va. (23 miles south of Richmond). And on VJ day I got to thinking. Folks who had been kept close to the fireside for four years because of gasoline shortages would once again be driving. Unless something was done for Petersburg by Petersburg mechants, it was entirely possible that local folks and other folks in Southside Virginia would do a lot of shopping in Richmond.

So, I spoke it over with Max Jacobs, president of the Petersburg Retail Merchants Association. Max . . . called a special meeting of some of the larger merchants. . . .

As my solution, I recommended that the association sponsor two programs daily. Each afternoon at 12:30, a program of hillbilly music transcribed . . . designed primarily to attract the folks living outside Petersburg. Copy was slanted towards ample parking, good restaurants, friendly merchants and good assortments of merchandise.

In addition, I proposed an evening half-hour recorded program titled *Petersburg Dancing Party* with the commercials on this one slanted at the home town folks. . . .

Both programs were scheduled for WSSV. The cost ran to $7,000 for 52 weeks. And 114 merchants . . . agreed to split the cost equally. It figured to about $1.25 per week per merchant. . . .

I recall BROADCASTING using a press release of ours at the time and I received about 15 letters . . . asking me how the thing was set up.

Cy Newman
Director of Radio
Menough, Martin, & Seymour
Des Moines, Iowa

Liked Market Story

EDITOR, BROADCASTING:

I find your Study of Major Radio Markets most helpful, and I hope that they are going to be continued.

Bates Halsey
Weed & Co.
New York City

* * *

EDITOR, BROADCASTING:

It would be negligent of me not to congratulate BROADCASTING on the marvelous piece on Philadelphia [Continuing study of Major Radio Markets] in the July 12 issue.

To my mind, it is one of the most informative and authoritative studies of Philadelphia as a buying market ever produced. Herman Brandschain certainly should be given a great hand for his bright, factual and interesting presentation.

I am sure that this piece will find its way into the files of every account executive and time buyer in the nation, as well as become a ready reference for everyone in Philadelphia radio.

J. J. (Chick) Kelly
WCAU Philadelphia

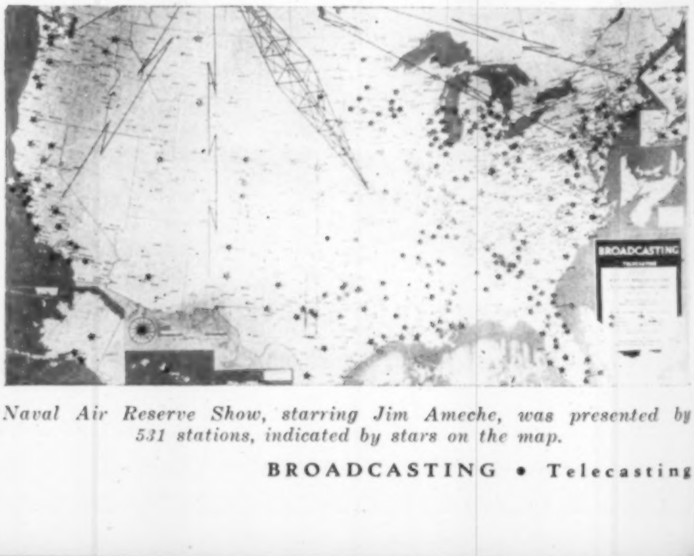
Navy Show Successful

EDITOR, BROADCASTING:

The season for the *Naval Air Reserve Show's* running is pretty well shot and we are very happy, in fact, almost amazed at the results. The final count was 531 stations . . . The shows did a good recruiting job, but did not sell the product quite as readily as they would have, had the product been available at the corner drug store. The distribution idea of rotating platters worked to some degree of satisfaction, but was generally weak. Next year, every outlet gets its own supply.

. . . The final tab on stations added as a direct result of your

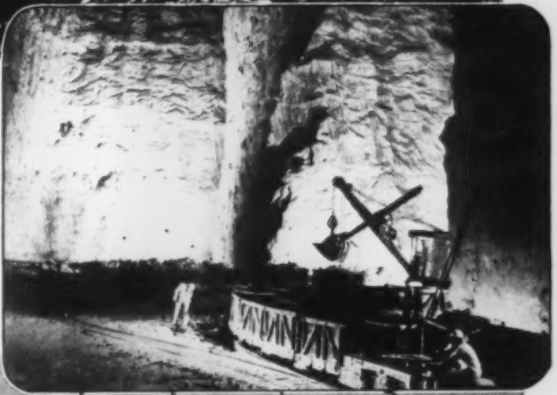
(Continued on page 66)



Naval Air Reserve Show, starring Jim Ameche, was presented by 531 stations, indicated by stars on the map.

Three Beauties of the Deep South

1. SHADOWS-ON-THE-TECHE, ancestral home of artist Weeks Hall, New Iberia, Louisiana. Built in 1830, said to be most photographed home in the United States.

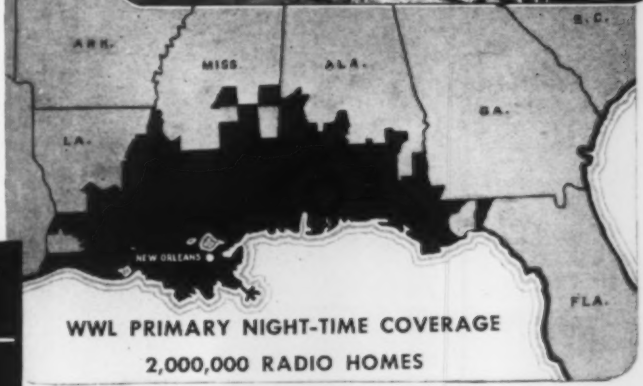


2. SALT MINE of International Salt Co., Inc., Avery Island, La. Latest reports show Louisiana 4th in U. S. salt production with 1,867,689 tons—another reason why WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City



WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

Telestatus

(REPORT 17)

FILM FIRMS' POSITION IN VIDEO

FCC'S DECISION to review the qualifications of the major motion picture producers to be broadcast licensees — because of antitrust violations—catches the producers at a time when the question of television's place in their corporate lives seemingly has been resolved in television's favor.

Film company executives, long concerned about the effects of the new sight-and-sound medium on their own business, in recent months have been demonstrating their desire to get on the television bandwagon by keeping a steady flow of applications going to the FCC. Now FCC's decision injects another unsettling note.

The question advanced by FCC involves, of course, only the companies which the Supreme Court found guilty of violating the antitrust law [BROADCASTING, June 21], and would relate only to their qualifications as broadcast licensees. But these are the major producers, who account for most of the television applications currently on file from movie interests. The qualifications of only one of these has been formally questioned —Paramount in the K S O Des Moines transfer case—but authorities concede that the effect of the Supreme Court decision on all defendant-applicants and defendant-licensees will be surveyed [BROADCASTING, July 19].

Whatever the outcome, the companies' rights in non-licensee radio activities—producing films for television, for instance — presumably would not be affected. To date, some film firms are concentrating their television plans in this field.

In the station-ownership field, the movie industry's long-range plan is becoming clear-cut. The pattern inclines toward the use of a combination of owned stations, affiliations and buy-ins along with theatre hook-ups, all aimed at nation-wide coverage.

Among the major studios Paramount Pictures has taken the lead —through its owned stations in Hollywood (KTLA) and Chicago (WBKB) and applications for San Francisco, Tampa, Detroit and Boston. Paramount also owns 50% of WSMB New Orleans, and 29% of Allen B. DuMont Labs., which has three video stations and applications for two others. Whether its 29% in DuMont constitutes control is the subject of a pending FCC study.

RKO-Radio Pictures

With Howard Hughes acquiring control of RKO-Radio Pictures, that company's move into video is expected to break into the open shortly. Mr. Hughes has long been interested in TV. He formerly had applications for stations in Hollywood and San Francisco, but withdrew.

The studio's video program production subsidiary, RKO Television Corp., has been dormant since Ralph B. Austrian, executive vice president, resigned to join Foote, Cone & Belding some months ago. Mr. Austrian continues in a television advisory capacity. His agency, incidentally, services the film company account.

Making a determined move to incorporate video into the film industry economy are also 20th Century-Fox, Warner Bros., Columbia Pictures, Universal - International, MGM, and others of major importance.

N. Y. TV Findings

C. E. HOOPER INC., in surveying television homes in New York City during the Democratic Convention's keynote speech on July 12, 9:30-10 p.m., determined the following: 48.4% sets-in-use; 96.0% concentration of television's version of the Convention, and a 46.4 telerating for that period of the Convention.

RCA'S NEW large screen television projector is explained to Canadian broadcasters who attended a week-long TV training course conducted by the RCA Engineering Products Dept. in Camden. Visitors and hosts are (l to r) Walter J. Blackburn, president and general manager of CFPL and CFPL-FM London, Ont.; Aurele Boisvert, chief engineer of CHUM Toronto; Frank M. Folsom, RCA executive vice president; W. W. Watts, vice president in charge of RCA Engineering Products Dept.; Percy Fields, chief engineer of CFPL and CFPL-FM; Ken Chisholm, RCA Engineering Products Dept. representative in Toronto.

20th Century-Fox has bids in for San Francisco, Seattle, Boston and Kansas City stations, with plans for one more application (St. Louis) to reach the FCC maximum of five. The studio also plans production of TV films and reportedly has a vast store on hand that can be quickly and readily adapted for video. 20th Century-Fox and National Theatres, its subsidiary, plan two-fold operation aimed at projection into homes and theatres.

Will Sell Films

Any inroad television might make on theatre box office will be offset through the sale of films to telecasters for home consumption, Spyros P. Skouras, 20th Century-Fox president, told the firm's stockholders recently.

Noting that the firm is experimenting with full-screen theatre TV, he envisioned a network of 200 to 500 theatres showing big televised stage shows in conjunction with feature pictures. Entertainment in theatres thus would be greatly expanded. This will help get set owners out of their homes and into theatres, according to his thinking.

Warner Bros. plans to cap its rapidly-developing television program with video in various major cities. Applications already have been filed for Chicago and Boston. Subject to FCC consent, the film studio has bought Dorothy Thackrey's KYA San Francisco and KLAC Hollywood and thus will acquire a TV channel in the latter city. Warner Bros. owns AM station KFWB Hollywood and reportedly already has a buyer for KLAC, thus dodging duopoly.

Like 20th Century-Fox, technicians of Warner Bros. have been working with RCA on special large-screen television equipment aimed at projecting special video programming into theatres. Other phases of the 20th Century-Fox pattern are expected to be followed by Warner Bros.

Universal - International video planning is being kept under cover. Steve Alexander, video division executive of United World Films, a U-I subsidiary, was in Hollywood in early summer to make a comprehensive survey of television film production facilities at the studios. His findings have been turned over to Matty Fox, head of UWF in New York for further study. Mr. Fox is a Universal vice president and board chairman of UWF.

Has 'Plans'

Although Columbia Pictures has television "plans," they are hush-hush. Studio is reported in the midst of research, but it's veiled in secrecy.

MGM television planning is also being kept quiet, but it is known that Louis B. Mayer is personally sparking the company's drive in

(*Continued on page 71*)

BMB Will Publish Set Owners Data

Sept. 1 Tentative Release Date; Later Report to Include TV

PUBLICATION of Broadcast Measurement Bureau radio ownership information about Sept. 1 was approved at a joint meeting in New York last week of the bureau's board research and technical committees.

Television ownership data is to be published later, the committees further decided. Members urged that BMB formulate means whereby bureau data on all stations can be made available to advertisers and agencies.

Members in Attendance

Other projects and experimental studies for reporting station and network audiences next March were reviewed. Committee members who attended the meeting were:

For AAAA—Frederick Manchee, BBDO; Hans Zeisel for Marion Harper Jr., McCann-Erickson, and Peter Nicholas for Charles Pooler, Benton & Bowles. For ANA—G. F. Brady, General Foods, and G. La Boda for Harry Wolfe, Colgate-Palmolive-Peet. For NAB—Kenneth Baker, NAB, chairman; Robert Summers, WFAA Dallas; Harper Carraine, CBS, and Frank James for Edward Evans, ABC. For the BMB board research committee—D. E. Robinson, C. J. La Roche Co., chairman, and Albert Dempewolff, Celanese Corp. of America. For the BMB staff—Hugh Feltis, John Churchill, Philip Frank, Cort Langley, Richard Wyckoff, and Ralph Sharp. Guests, Kenneth Greene, NBC; Richard Puff, MBS, and Edward Shurick, Free & Peters.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY

BALTIMORE 3, MARYLAND

Baltimore gets news fast on WMAR-TV

When a late afternoon blaze burst from the paint room of a downtown Baltimore factory and sent a pillar of smoke towering over the city, WMAR-TV's film crew went into action with the first fire company and had the pictures on Baltimore television screens while firemen were still pouring water on the smoking embers.

Three cameramen were sent to the assignment, two to the blaze itself and one to WMAR-TV's own tower from which Alex Malashuk got a fine view of the Bikini-like tower of smoke and flame. Edward Nolan and Joseph DiPaola were within singeing-distance of the burning factory itself.

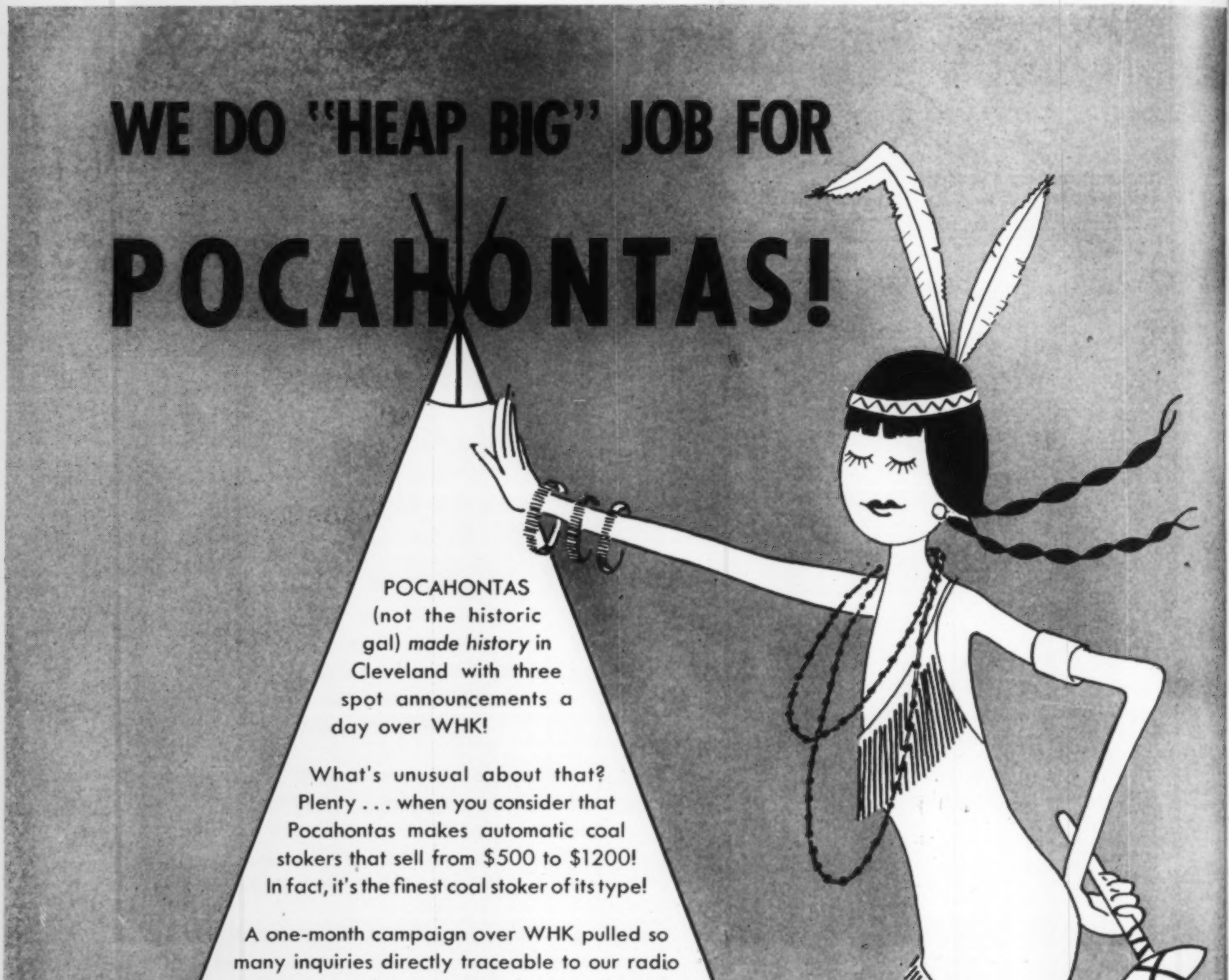
WMAR-TV's quick-processor turned out the 600 feet of film used at 23 feet per minute. Film Director David V. R. Stickle edited and wrote the commentary, and the whole show was aired just as the Fire Department said the blaze was "under control."

Through every season, WMAR-TV's film cameramen cover Baltimore and the Chesapeake Basin, mirroring events of the state to the people who participate in them. "Sunpapers Television News" each evening is a community service that attracts the community's widest attention.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVENUE • NEW YORK 18



WE DO "HEAP BIG" JOB FOR POCAHONTAS!

POCAHONTAS (not the historic gal) *made history* in Cleveland with three spot announcements a day over WHK!

What's unusual about that? Plenty . . . when you consider that Pocahontas makes automatic coal stokers that sell from $500 to $1200! In fact, it's the finest coal stoker of its type!

A one-month campaign over WHK pulled so many inquiries directly traceable to our radio audience . . . that a share of their advertising appropriation was taken from other towns . . . so that this campaign could be continued for an additional two months!

More PROOF that WHK does a *solid* selling job in Cleveland!

IN CLEVELAND IT'S

WHK

The Paul H. Raymer Co., National Representative

BROADCASTING
TELECASTING

Vol. 35, No. 4 WASHINGTON, D. C., JULY 26, 1948 $7.00 A YEAR—25c A COPY

REPRESENTATION PROBE

AM, FM, TV Included

By RUFUS CRATER

AN INVESTIGATION of the whole structure of station representation in the sale of national spot advertising—for AM, FM and TV—was ordered by FCC last week with a full-dress hearing set for Oct. 25.

Focal points of the probe will be directed at the networks: (1) Whether network representation of affiliates in non-network time sales violates the Commission's network regulations, and (2) whether the regulations should be tightened in this respect even if there is no violation as the rules now stand.

The hearing, called on the basis of the National Assn. of Radio Station Representatives' nine-month-old protest against CBS and other major networks [BROADCASTING, Oct. 6, 13, 1947], also will explore "the nature, scope and effect of present practices and agreements for the representation of broadcast licensees for the sale of national spot advertising."

Confronts ABC

Simultaneously with the general hearing order, it was disclosed that the Commission had confronted ABC individually with complaints that the network had warned recalcitrant stations to "change their policy and accept all the network programs offered them, or lose their affiliation contracts."

FCC instructed ABC *(text of letter, page 67)* to submit "a complete statement as to the past and present practices and policies of your network with respect to the right of affiliated stations to carry non-network programs during station option time, their right to reject any network programs which they believe are not in the public interest, and their right to substitute at any time local programs which they believe would better serve the public interest than the programs offered during such times by your network."

The Commission also asked for full details on ABC's negotiations for renewal of the affiliation contracts of three stations: WING Dayton, which protested a year ago against ABC insistence on a six-month cancellation clause; KPRO Riverside, Calif., and WJW Cleveland.

NARSR Protest

The NARSR protest had been hanging fire since last October, and it was known that the Commission was becoming more and more concerned about network-affiliate relationships as the number of stations increased.

"Additional questions," the Commission said in calling the October hearing, "are raised by the possible extension of such national spot representation of broadcast licensees by networks in the FM and television services."

The hearing will undoubtedly see James Lawrence Fly, FCC chairman when the network regulations were enacted, in the role of advocate of more stringent limitations on the activities of the networks. The former chairman has been outspoken in his views that the network rules need tightening. He and Paul D. P. Spearman, Washington attorney, represent NARSR, which is headed by Paul H. Raymer.

The NARSR protest was prompted by CBS Radio Sales' entry into the field of station representation for affiliates other than its owned stations. "Quite naturally," NARSR wrote the Commission, "the other networks are considering a comparable movement."

The association claimed two provisions of the network regulations are violated when a network undertakes to handle the national spot sales of an affiliate: (1) the provision limiting the amount of

(Continued on page 67)

Representation Probe Order

FCC'S ORDER for a full-dress hearing on the question of network representation of affiliates for the sale of non-network time is printed below in text. The order was released Thursday.

ORDER

At a session of the FCC held at its offices in Washington, D C. on the 21st day of July, 1948;

The Commission having under consideration a petition filed by the National Association of Radio Station Representatives alleging that the activities of various national networks in entering into agreements with certain stations affiliated with such networks to represent such stations in the sale of national "spot" advertising is in violation of Sections 3.104 and 3.108 of the Commission's Rules and Regulations or, that if such practices are not in violation of the above mentioned sections of the Commission's Rules, that such practices are contrary to the public interest and the spirit and intent of the Commission's Network Regulations (Sections 3.101-3.108), and its Report on Chain Broadcasting.

IT APPEARING, That additional questions are raised by the possible extension of such national spot representation of broadcast licensees by networks in the FM and television services.

IT APPEARING FURTHER, That substantial questions are raised by such representation agreements in connection with the application of the Commission's Chain Broadcasting Regulations, Sections 3.101-3.108, 3.231-3.238, 3.631-3.638, to the practices outlined in the complaint, and to the effect of such practices on the ability of broadcast licensees to meet their statutory duty to serve the public interest, convenience or necessity.

IT IS ORDERED, pursuant to Section 403 of the Communications Act of 1934, as amended, that the matter be set for hearing before the Commission en banc at Washington, D. C. on the 25th day of October, 1948 on the following issues:

1. To determine the nature, scope and

(Continued on page 68)

ARMSTRONG SUES

RCA Target in FM Fight

By IRV MARDER

DR. EDWIN H. ARMSTRONG, inventor of FM, last week sued RCA and NBC for alleged infringement of five of his basic FM patents. The suit was filed last Thursday in the U. S. District Court at Wilmington, Del.

Dr. Armstrong accuses RCA of establishing a monoply in the licensing of radio patents and patent rights, and licensing other U. S. firms to manufacture and sell radio transmitters, receivers and other equipment.

Reiterates Familiar Charge

Dr. Armstrong reiterated his familar charge that RCA and NBC "... deliberately set out to oppose (the growth and development of FM) . . . and impair the value thereof by delaying the commercial development and public use of said inventions and to compel plaintiff to sell and transfer control of said patents to RCA."

He further charged that the defendants, RCA and NBC, its wholly owned subsidiary, issued public statements "belittling" and "misdescribing" his FM inventions; that they tried to induce the FCC to allocate to FM "so small a number of usable radio frequencies as to make its development and use on a national basis impossible"; instigated "groundless and obstructive interferences" in the Patent Office between two of Dr. Armstrong's basic FM patents and two others owned by RCA.

Then, the plaintiff's complaint continued, RCA "... finding that while they had delayed they had not been able to prevent public knowledge and appreciation of the value of said inventions, defendants, jointly and severally, wilfully and deliberately infringed upon plaintiff's said patents, as hereinbefore alleged, refused to accept a license under plaintiff's patents on the same terms as offered to and accepted by other manufacturers and broadcasters and insisted upon obtaining such a license either upon the basis of a lump-sum payment of money or upon the basis of giving RCA the right to sub-license others under such patents, either of which bases would have destroyed the licensing system which plaintiff had built up and was building up, would effectively have prevented plaintiff from deriving royalties on his inventions and would have removed him as a competitor of RCA in the business of granting licenses under radio patents in the U. S., thereby continuing and reinforcing RCA's monoply of that busines."

Misrepresentation Charged

The complaint went on: "... RCA, for the purpose of inducing others to infringe upon and disregard said patents, falsely represented to the radio industry that RCA had devised a system of 'FM' broadcasting which did not infringe plaintiff's patents, falsely represented that a radio receiver

(Continued on page 67)

THIRD PARTY

Coverage Problems Routine

RADIO and television moved into Philadelphia over the weekend to cover the founding convention of the new party—a gigantic remote operation reduced to a routine basis by the experience gained on the same grounds by coverage of the GOP and Democratic National Conventions.

The three-day Wallace Convention was given national and international coverage over the airlanes, but the total effort did not reach the proportions of the Republican or Democratic coverage. Scores of the nation's top radio and television newsmen, however, were on hand.

In all, the number of newsmen accredited from radio and television organizations would be less than 250 when final figures were in, according to D. Harold McGrath, superintendent of the Senate Radio Gallery. The commentators and reporters represented the major networks and 32 independent stations.

During the GOP Convention 456 news analysts were accredited and the number during the Democratic Convention was 463. Many others, however, were present at all conventions without formal accreditation.

Same Facilities

Radio and television used the same facilities generally as during the first two conventions, but the effort was admittedly on a smaller scale—due to the fact that the Wallace Convention was briefer and was anti-climactic after the two bigger performances which immediately preceded it. Broadcast hours for it were proportionally fewer and the amount of time cancellations less.

Preliminaries of the Convention were not accorded the thorough coverage of the two earlier conventions. This was explained by many radio people as due to the fact that the suspense of prenominating fights was missing from the Third Party Convention.

Edward R. Frisbie, radio and television director of the national Wallace for President Committee, expressed disappointment at the failure of networks to go for more pre-convention business on the air. He expressed gratification for the character of programs which were aired but lamented that there weren't more. He stressed that he was expressing no opinion on the coverage from convention floor but on the sidelights, which made good programming during the other conventions.

"We feel this convention was better adapted for such programs," he said, "because we feel there was more color in the stories our people had to tell and in the people themselves."

Decision of the party to hold acceptance speeches of the candidates in Shibe Park, instead of Convention Hall, did not play havoc with television coverage, for WPTZ Philadelphia has its equipment regularly in the ball park for coverage of the major league baseball teams. At a meeting of video networks, it was agreed in advance that WPTZ technicians and equipment would handle the entire telecasting of the rally, scheduled for Saturday. WPTZ crewmen were scheduled to set up the new camera positions, lights, microphones and pool hookups right after the afternoon Athletics-Detroit game.

Platform Drafting

Convention preliminaries included considerable effort around platform drafting. The platform drafters, however, as BROADCASTING went to press, did not include any plank on freedom of press, radio and television, as did the Democratic Convention.

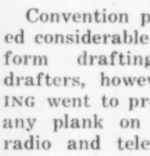
Newsmen who registered for convention coverage were expeditiously handled and were armed with a press kit containing background material on the party and paragraph sketches of its leading personalities and every figure who was expected to take part in the proceedings.

The new party, however, did not accredit the radio and television technical and engineering staffs of the WFIL Philadelphia stations. In a news release, the convention explained it was denying credentials to the WFIL men because of the dispute between the stations and the American Communications Association. Forty-three engineers of the station have been on strike since May 1.

In the release it was stated that WFIL may carry programs originating with ABC, network with which the station is affiliated. This was with consent of the union, said the release, because the union did not wish to deny radio coverage comparable to that accorded the Democrats and the GOP.

Connolly Named Head Of Program Sales at CBS

THOMAS D. CONNOLLY, formerly assistant manager of program sales in the CBS network sales department, has been promoted to manager, the network announced last week. Mr. Connolly replaces Robert Mann, who is leaving the network. Mr. Connolly went to CBS in 1939 as a member in the sales promotion division. He was appointed assistant manager of program sales last February.

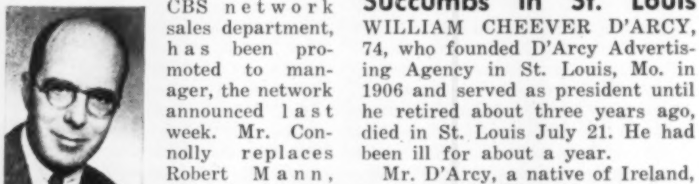


Mr. Connolly

D'Arcy Agency Founder Succumbs in St. Louis

WILLIAM CHEEVER D'ARCY, 74, who founded D'Arcy Advertising Agency in St. Louis, Mo. in 1906 and served as president until he retired about three years ago, died in St. Louis July 21. He had been ill for about a year.

Mr. D'Arcy, a native of Ireland, assisted in building the agency to a $20,000,000 a year business, and branch offices now are located in New York, Atlanta, Cleveland, Toronto, Mexico City and Havana, in addition to the main headquarters in St. Louis.



Drawn for BROADCASTING by Sid Hix

"And next year, instead of a vacation, we're getting a phonograph attachment."

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Kaiser-Frazer Buys The Winchell Show

WALTER WINCHELL's 15-minute weekly commentary on ABC was bought last week by Kaiser-Frazer Sales Corp., Willow Run, Mich., for two years. The price, for time and talent, was reported to be more than $2,500,000.

Kaiser-Frazer will pick up Mr. Winchell's staggering tab beginning next Jan. 2, at the expiration of his present contract with the Andrew Jergens Co. Mr. Winchell, it was said, will receive $1,350,000 in salary from the auto company for his two-year contract.

The Jergens company announced several weeks ago it would drop Mr. Winchell at the end of his present contract because the cost of the show, heard Sundays 9-9:15 p.m., had risen too high. The commentator had been signed to a contract by ABC guaranteeing him $10,000 a week. The figure offered by Kaiser-Frazer and accepted by the network and Mr. Winchell was, of course, in considerable excess of that.

The Kaiser-Frazer account was placed by the William H. Weintraub Co., New York.

GENERAL FOOD SHOWS BIG NET SALES BOOST

A NET SALES increase of almost $14,000,000 during the second quarter of 1948, as compared to the same period last year, was announced last week by the General Foods Corp., New York. The 1948 figure is $104,540,000, and for 1947 was $85,840,000.

Net earnings for the second quarter, 1948, after taxes and charges, were $5,742,000, or 99 cents a share on common stock, against $1,690,000 or 31 cents a share, for the period in 1947.

Net sales and earnings for the first half of 1948 were $224,567,000 and $13,897,000, respectively, equal to $2.41 a share on common stock. For last year net sales for the first half were $182,454,000, and earnings $8,136,000, or $1.46 a share.

PERON PRINTS OUR MAIL

BROADCASTING Letter 'Incident'

By SOL TAISHOFF

EFFORTS of BROADCASTING to cover the Inter-American Broadcasting Assn. first annual assembly in Buenos Aires last week catapulted this newsweekly into an "international incident" and onto the front pages of the Peron-controlled press.

A dispatch from Herbert Clark, well-known foreign correspondent who was assigned to the IABA coverage, and a personal covering letter to BROADCASTING's publisher, were emblazoned on the front page of the Peron-controlled *Democracia*, accompanied by an editorial alleging a plot against the Argentine Government. There followed an "official editorial" broadcast over the government radio making the same allegations.

How Mr. Clark's letter and airmail dispatch got into the hands of the newspaper is not explained officially, although their publication was condoned by the Argentine Information Under-Secretariat. The letter and the dispatch were dated July 11, but were not received at BROADCASTING's Washington headquarters until July 19. The envelope had been opened and resealed with scotch-tape.

HERBERT M. CLARK, Argentine correspondent for the "Chicago Sun-Times" was spotlighted in the center of an "international incident" last week when the Argentine press featured as front-page news his private letter and news story to BROADCASTING before it had been received in this country. Mr. Clark, a renowned foreign correspondent, is an experienced observer of Latin-American affairs. He has covered Buenos Aires for CBS and UP, and was UP bureau manager in Rio de Janeiro. Other foreign posts included London and Paris during the Munich crisis days for the "New York Herald-Tribune" and the war in Spain until he was ordered to leave by Franco. In this country he was with the "Chicago Daily News," the Macon (Ga.) "Evening News," and the "Atlanta Constitution." Mr. Clark is a native of Cleveland and a graduate of Georgia Tech.

Mr. Clark

In circles versed in Latin-American ways, the incident was viewed as retaliation against the action of IABA in adopting a resolution deprecating the absence of freedom of radio in the Argentine [BROADCASTING, July 12, 19]. Hidden and indirect ownership of Argentina's leading stations as well as of its leading newspapers, by supporters of President Peron often has been charged.

The *New York Times*, in a dispatch from its Buenos Aires correspondent, Virginia Lee Warren, dated July 20, reported that the Government radio and press had "seized upon the contents of a private letter and an airmailed dispatch of a United States correspondent, which had been intercepted 'through a providential circumstance' as proof that 'North American capitalist monopolies' were intervening in Argentina with intentions hostile to the country."

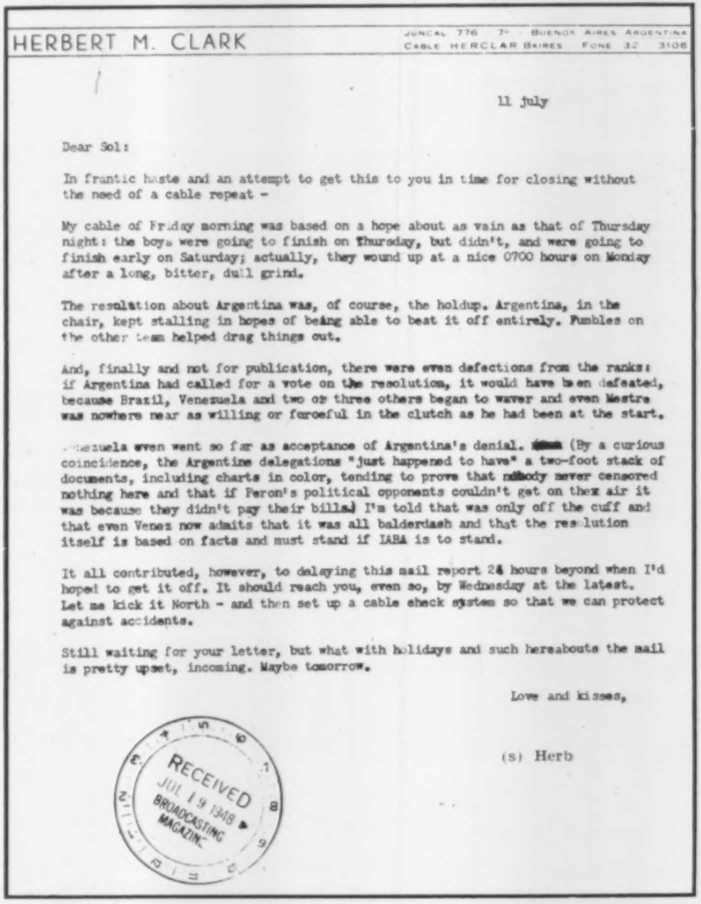
The United Press, in a dispatch for its Latin-American service, also dated July 20, told of the "official editorial" broadcast over the government radio accusing "United States capitalists" of "plotting with Argentine reactionary politicians to impair Argentina's reputation and hamper the action of its government."

No Comment From State Dept.

The State Dept., apprised of the development, withheld comment. Whether there would be a formal protest to the Argentine Government as a result of the publication of private correspondence could not be ascertained. The Department's Latin-American division, it is understood, as well as its Telecommunications Division, are watching developments with avid interest. BROADCASTING was invited to file a formal complaint.

Upon the outcome of the incident also appeared to hinge the fate of the IABA. Gilmore N. Nunn, president of the Nunn stations, and U. S. delegate to the June 28-July

(*Continued on page 63*)



HERBERT M. CLARK
JUNCAL 776 7° BUENOS AIRES ARGENTINA
CABLE HERCLAR BAIRES FONE 32 3106

11 july

Dear Sol:

In frantic haste and an attempt to get this to you in time for closing without the need of a cable repeat -

My cable of Friday morning was based on a hope about as vain as that of Thursday night: the boys were going to finish on Thursday, but didn't, and were going to finish early on Saturday; actually, they wound up at a nice 0700 hours on Monday after a long, bitter, dull grind.

The resolution about Argentina was, of course, the holdup. Argentina, in the chair, kept stalling in hopes of being able to beat it off entirely. Fumbles on the other team helped drag things out.

And, finally and not for publication, there were even defections from the ranks: if Argentina had called for a vote on the resolution, it would have been defeated, because Brazil, Venezuela and two or three others began to waver and even Mestre was nowhere near as willing or forceful in the clutch as he had been at the start.

Venezuela even went so far as acceptance of Argentina's denial. [illegible] (By a curious coincidence, the Argentine delegations "just happened to have" a two-foot stack of documents, including charts in color, tending to prove that nobody never censored nothing here and that if Peron's political opponents couldn't get on the air it was because they didn't pay their bills.) I'm told that was only off the cuff and that even Venez now admits that it was all balderdash and that the resolution itself is based on facts and must stand if IABA is to stand.

It all contributed, however, to delaying this mail report 24 hours beyond when I'd hoped to get it off. It should reach you, even so, by Wednesday at the latest. Let me kick it North - and then set up a cable check system so that we can protect against accidents.

Still waiting for your letter, but what with holidays and such hereabouts the mail is pretty upset, incoming. Maybe tomorrow.

Love and kisses,

(s) Herb

RECEIVED
JUL 19 1948
BROADCASTING MAGAZINE

THIS is the facsimile of Correspondent Clark's personal letter to the publisher of BROADCASTING, reproduced on the front page of Madam Peron's "Democracia" along with the text of Mr. Clark's news dispatch, and an editorial alleging a dire plot against the Argentine Government.

CLARK DISPATCH

Text of Story

Editor's Note: With understandable regret for being scooped on its story, BROADCASTING herewith publishes unedited and in full text the news dispatch on the Inter-American Broadcasters Assn. assembly in Buenos Aires June 28-July 11, which was somewhat mysteriously intercepted and pre-published by the Peron-controlled newspaper "Democracia" on July 20.

By HERBERT M. CLARK

BUENOS AIRES, July 11 (Airmail)—The Inter-American Broadcasting Association closed its first annual general assembly here early this morning with an imposing record of progress and one piece of unfinished business.

Accomplishments racked up during the final 21-hour session (opening at 10 o'clock Saturday morning, it ran straight through until 7 o'clock on Sunday) featured approval of a code of ethics and adoption of a 15-point set of suggested "bases for the standardization of broadcasting legislation in the American republics." The latter document will be presented to national legislatures throughout the hemisphere with the request that existing legislation be altered to conform and that new laws be drafted with the bases in mind. They speak out clearly for freedom to speak and to listen and against both direct and indirect government interference, and demand exemption from special taxation as well as official stimulus of the manufacture and sale of radio equipment and parts.

In addition, the IABA elected Goar Mestre of Cuba as president to succeed Lorenzo Balerio Sicco of Uruguay; chose an Executive Committee composed of the United States, Uruguay, Mexico and Brazil; named Cuba as the site of the permanent office of the IABA, and, finally, awarded the 1949 Second General Assembly to Venezuela, with the date to be fixed later.

The situation of Argentine broadcasting, and the relationship between Argentina and the IABA, is the complicated and unfinished item: The assembly closed on a note of confusion and bitterness with 14 delegations presented a solemn and measured "Joint Declaration" recording their firm conviction that "Freedom of expression has been practically abolished for Argentine broadcasters" by the regime of President-General Juan Domingo Peron. The United States, by the signature of Gilmore Nunn, supported the declaration.

Argentina's answer to the charges was impassioned but unconvincing, being merely a reiteration of the official "line," based on the Goebbels theory that people will eventually believe anything shouted loudly and frequently enough, that complete freedom exists in Argentina and that restrictions ranging from banning Peron's opponents from the air to an open censorship of scripts are actually only mirages, however

(*Continued on page 64*)

FREE SPEECH THREAT

Baltimore Court Gag Fought

By J. FRANK BEATTY

FIVE Baltimore stations, operating until Oct. 1 with the spectre of contempt of court citations hanging over their newsrooms, are martyrs in what is developing into a battle of national proportions to protect basic radio and newspaper rights of free speech.

On that date the Baltimore Supreme Court will hold a hearing on a show-cause citation in which the stations are called into court for broadcasting wire service dispatches about the arrest and confession of a man charged with two murders.

Basis of the court action is an English contempt policy discredited by the U. S. Supreme Court. The policy developed before the days of modern communication and is peculiar to Maryland, in this country.

Directly involved in the Oct. 1 hearing are the rights of free expression for all broadcasters and newspapers in Maryland, a committee of Circuit Court judges having drafted a statewide court rule embracing the same restraints of the city rule, known as the "Baltimore gag."

Organize Resistance

The organized fight to save radio and the press from the "iron curtain" tactics of the courts began to take shape at the weekend. When the five Baltimore stations and a newsman were cited by the local court, newspapers started to take up the fight editorially.

In the ring with both feet were the NAB, Maryland Press Assn., Montgomery County Press Assn. and the Prince Georges County Press Assn.

The Baltimore stations have taken preliminary steps to resist jointly the onslaught from the bench. They are expected to work out plans this week for a united front.

American Newspaper Publishers' Assn. joined the fight against the "Baltimore Gag," Elisha Hanson, ANPA counsel, announcing he was asking the board of directors for authority to file a petition with the Maryland Court of Appeals attacking legality of the rule.

Mr. Hanson said there was little doubt a telegraph poll of the directors would lead to approval of the plan. He declared the rule is "absolutely in conflict" with Supreme Court decisions on freedom of the press and freedom of speech.

Even as the event was receiving wide newspaper attention, the *Baltimore Sun* showed its fear of the court by deleting in its morning issue of July 22 one sentence from a *Washington Post* editorial. The *Sun* explained that the sentence was "deleted in accordance with Rule 904 of the Supreme Bench of Baltimore."

Precedent Exists

One of the leading newspapers in the nation, the *Sun* had a similar contempt citation hung on it a year ago by the same court. The journal was tried and found not guilty on the facts, the court holding it had not shown malice and had tried to comply with the rules.

The sentence deleted by the *Sun* follows:

> **"It meant a good deal to Washington parents to know that the person who signed the confessions of the slaying of Carol Bardwell and Marsha Brill had been apprehended—a relief not extended to Baltimore parents."**

The Baltimore court's action was based on newscasts by the stations during the period of July 8-11, when the District of Columbia Commissioner of Police announced that a man taken into custody had confessed to two murders, one in Washington and one in Baltimore.

Contrary to the general contempt rule, based on the principal of "clear and present danger" as handed down in several U. S. Supreme Court opinions, the Baltimore court sticks to the old "tendency" rule. By this policy it asserts the right to haul into court

(*Continued on page 62*)

FURRIER'S SUCCESS

Radio Gets Credit

By FLORENCE SMALL

"RADIO, more than any other medium, has helped build our firm from a small neighborhood operation to its present status as a regional enterprise with an annual sales return approaching $7,000,000."

That was the observation of Sam Dornfeld, president of the Canadian Fur Co., New York retail furriers, made to BROADCASTING last week as the company indicated its plans to enter television.

Mr. Dornfeld amplified his radio success theme with the revelation that for one period of ten years his firm had used no other outlet than radio. "Even today," Mr. Dornfeld pointed out, "though the average retail store usually allots about 15% of its annual budget to radio, our company is expending 50% of its appropriation to that medium."

The stores (there are two, one in New York and the other in Newark) were originally organized in 1922 with 12 employes and in 1924 the firm started its first radio campaign by sponsoring Jimmy Shear on WHBI Newark for two hours on Sundays. "It was unquestionably an experiment," said Mr. Dornfeld. "Radio was new at the time, but then so was our business and it seemed appropriate that we should join our luck with theirs."

The "experiment" proved so satisfactory that Canadian Fur began to expand its time purchases to embrace a variety of shows including farm and children's programs on WOV New York. The company continued this schedule until 1928 when it began sponsorship of *Uncle Pete and Louise*, which proved to be one of the most productive shows for the organization. The show was tendered free of charge to various church groups for use at church benefits and fairs. The company sponsored this program for nearly 10 years on WAAM New York, then the call letters of WNEW New York.

By 1938 the firm was a veteran user of radio with a practical conviction of the efficacy of the medium. In that year it increased substantially its radio expenditure and embarked heavily on its present policy of using spot announcements. Today its impressive schedule of such programming includes shows on WAAT Newark, and WHOM WHN WMCA WNEW and WOV, all in New York.

Nor has Canadian Fur allowed the apparent seasonal nature of its business to interfere with year-around sales. Altering its spot messages to conform with cyclical needs, the company has established a sales pattern that makes for an active enterprise 52 weeks a year. In what was previously called the "off-season," the firm now promotes its fur pieces, scarves and similar light items. During the summer months, from mid-April to the end of June, its copy stresses fur storage, after which the announcements begin to suggest fur remodelling until the advent of the August fur sales.

To augment its success in radio, the Canadian Fur Co. is now contemplating entry into television as part of its fall advertising plans. The agency, Emil Mogul & Co., New York, has already been commissioned to audition a video show for the client. In addition to its interest in full scale television, the sponsor is also considering spot television announcements.

New NAB Board Members Inspect Headquarters

CATECHISM DAY was held Thursday at NAB as headquarters gave new board members instruction in association operations. Flanking NAB President Justin Miller in front row are (l to r): Henry W. Slavick, WMC Memphis (District 6); Robert D. Enoch, KTOK Oklahoma City (District 12); Judge Miller; Calvin J. Smith, KFAC Los Angeles (District 16); Everett L. Dillard, KOZY Kansas City (FM-B). In back row are these officials: Royal V. Howard, C. E. Arney Jr., A. D. Willard Jr., Richard P. Doherty, Kenneth H. Baker, Robert K. Richards, Harold Fair. Absent were Edward Breen, KFVD Fort Dodge, Iowa (small stations) and William B. Quarton, WMT Cedar Rapids Iowa. Harry Bannister, WWJ Detroit, is not in photo.

GOP Telerating

TELERATING computed by C. E. Hooper Inc. for the Republican Convention's keynote speech topped a similar figure for the Democratic keynote session by 14. The GOP rating during the period, 9:30-10 p.m. June 21, was 60.4, while the same time period for the Democrats on July 12 drew a telerating of 46.4 (see page 18).

Chicago Test Indicates Color Films OK for TV

PROOF that color films for theatre advertising can be used successfully on the television screen was seen Tuesday in a special test conducted on WGN-TV, the *Chicago Tribune* station, by Ruthrauff & Ryan, agency for Beltone Hearing Aid Co., Chicago.

The agency, using an original photography technique, has developed seven playlets in natural-color sound films to be used in theatres throughout the country. WGN-TV engineers and production chiefs, after seeing the test run on the video screen, were impressed with "the gradation of color tones, the absorbing action and the ready adaptability to TV framing."

The films were produced by Alexander Film Co., Colorado Springs.

New Ad Agency

BERTLEY, Singer & Stonehill Inc., newly formed advertising agency at 119 W. 57th St., New York, is preparing radio and television copy for its clients. Accounts are general. Principals in the agency are Joseph Stonehill, president and advertising director; Robert G. Bertley, executive vice president and copy chief, and Beatrice Singer, secretary and account executive and space buyer.

FCC PROBE

Investigators Reported at Work

By ED KEYS

CONGRESSIONAL investigators last week reportedly had begun combing FCC files in an effort to determine the degree of justification, if any, for charges and complaints hurled against the agency.

The reported explorations are believed to mark the opening of a full-dress probe of the Commission, authorized in the closing hours of the second session of the 80th Congress by passage of a measure (H. Res. 619). The measure, introduced by Rep. Forest A. Harness (R-Ind.), provides for investigation of the Commission, its personnel and general operations and licensing and renewal policies [BROADCASTING, June 28, July 5]. Rep. Harness heads the committee conducting the investigation.

Members of Committee

Members of the Select House Committee are Reps. Leonard W. Hall (R-N.Y.), Charles H. Elston (R-Ohio), J. Percy Priest (D-Tenn.) and Oren Harris (D-Ark.).

Although official confirmation was lacking, informed sources advised BROADCASTING last Tuesday that the committee's general counsel, Frank T. Bow, of Canton, Ohio, veteran of many heated Congressional investigations, has assembled his investigative staff and assigned specific missions.

Pledged to an objective analysis of the situation, investigators purportedly are interviewing personnel, examining records and the organization structure of the FCC preparatory to digging deeper to determine if all machinery is operating in the manner prescribed by law.

In view of the broad scope of the investigation observers are of the opinion that hearings will feature one of the longest parades of witnesses ever to air their views before a Congressional committee instructed to present its recommendations on radio legislation. Informed quarters say hearings are tentatively scheduled for late August or early September, but the likelihood that the second special session of Congress may inspire earlier hearings, is being widely discussed.

An undisclosed number of staff investigators are said to be searching files of the Commission. Committee Counsel Bow declined to confirm this, but indicated that more detailed information regarding activities of the investigative staff and the Select Committee might be forthcoming soon.

Congressman Harness had indicated earlier [BROADCASTING, July 5] that additional administrative funds to supplement the original grant of $25,000 will be secured by the committee should evidence be uncovered to warrant projection of the investigation on a larger scale.

SPADEWORK on FCC probe by Select House Investigating Committee is reported quietly underway with investigators concentrating efforts on own indoctrination and study of Commission personnel.

There were strong indications that the Select Committee might be called together for its second meeting upon the return of Chairman Harness to Washington tomorrow (July 27). The vigor with which the committee would immediately pursue the investigation would depend largely upon the program and strategy decided upon during the meetings of Republican policy makers in the early part of the week, it was believed.

The preliminary staff investigation is not expected to encompass policy matters of the Commission. However, one controversial act of the FCC which is sure to command heavy attention at a later date is the Commission's Blue Book. The House resolution establishing the Select Committee specifies that legislators determine if censorship is being invoked by the Commission.

Staff investigators are reliably reported to be studying the FCC's action in issuing five grants within a period of two weeks to Edward Lamb, Toledo attorney and Ohio and Pennsylvania broadcaster and publisher. Mr. Lamb had been severely criticized on the House floor by Rep. F. Edward Hebert (D-La.), who continually tried to link the broadcaster with Communist associations and activities.

Smear Victim, Lamb Says

Mr. Lamb, in a letter to Congressman Harness June 29 [BROADCASTING, July 5], charged he was the victim of a competitor's smear campaign and asked that he be permitted to appear before the Harness Committee.

The possibility that a Senate inquiry ordered into FCC operations might immediately assume the proportions of anything beyond a general study appeared remote last week.

Ordered by Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee, the inquiry deals with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and program review activities so far as broadcasting is concerned. The Senate committee has insisted FCC has the right to review program performance of stations and this tenet was written into the White Bill (S-1333).

The Senate subcommittee is endowed with subpoena powers and it has funds available, a fact that has produced mild speculation that the character of the inquiry might be altered by the recall of Congress.

Herbert Brownell, GOP Nominee Dewey's campaign manager, in Washington last Tuesday, stimulated speculation that the special session might be quite brief.

"The Republican platform," Mr. Brownell said, "calls for enactment of a program by a Republican Congress under leadership of a Republican President. Obviously, this cannot be done at a rump session called at a political convention for political purposes in the heat of a political campaign."

Mr. Brownell declined to affirm that the statement was intended as a directive for Republican Congressional leaders to call an immediate adjournment, or that his statement carried Governor Dewey's sentiments, but he did acknowledge that he had "discussed the substance" of the statement with the Republican Presidential candidate.

The statement "speaks for itself," Mr. Brownell said.

RECORD ACTION

Industry Quietly Cutting Discs

UNIFIED ACTION by record manufacturers to circumvent or relieve the American Federation of Musicians ban against their industry was believed near realization last week.

Complete agreement among major manufacturers was said to hinge only upon the assent of two of the biggest companies, RCA-Victor and Columbia Records Inc. Some other firms were understood to be in favor of the early issuance of a strong statement of policy, the first to come from them since the AFM quit work last Jan. 1.

It was understood the majority of the record makers had elected to embark on a vigorous plan to resume operations with non-union musicians or with those who, driven by economic necessity, would bolt the union. In fact, it was reported that some companies were already quietly negotiating and getting recording operations underway.

The hesitancy of RCA-Victor and Columbia to subscribe to this plan, it was said, was motivated by the hope that fruitful negotiations might be opened with James C. Petrillo, president of the AFM.

That this hope was grounded in more than wishful thinking was seen in the disclosure that Brig. Gen. David Sarnoff, president and chairman of the board of RCA, had met with Mr. Petrillo, on an undisclosed date, and discussed the recording dilemma.

It was believed that Gen. Sarnoff, as a result of this meeting, had refused to join with other manufacturers in abandoning all optimism regarding future negotiations with the union. Columbia Records, it was said, had decided also to withhold its immediate support of the joint action pending further discussion with RCA.

It was indicated, however, that RCA-Victor and Columbia were no more than temperately hopeful of opening negotiations with the AFM. Sources close to the manufacturers predicted that a joint statement would probably be forthcoming within two weeks, presumably to include RCA and Columbia.

The proposal of strong action against the ban was discussed at a meeting of the Industry Music Committee in New York last week. All representatives who attended the meeting were guarded in their references to what had gone on, but it was reliably reported that the members, save RCA and Columbia, expressed themselves as despairing of quick settlement with Mr. Petrillo and as favoring positive action against the ban.

Cooper Made FCC Hearing Examiner

New Post for Legal Staff Member Announced by Commission

BASIL P. COOPER, with the legal staff of FCC since 1935, has been appointed hearing examiner, the Commission announced last Wednesday.

Mr. Cooper

One of nine FCC hearing examiners, who preside over investigations of station applicants and other proceedings under provisions of the Administrative Procedure Act which went into effect about a year ago [BROADCASTING, June 16, 23, 1947], Mr. Cooper has served at FCC in both the common carrier and broadcast fields.

Prior to joining the Commission, Mr. Cooper had been assistant to the Attorney General of Kentucky and engaged in private practice for several years. In January 1941 he entered the Army and subsequently served in both the European and Asiatic-Pacific theatres. He attained rank of lieutenant colonel. He participated in the Normandy invasion of France and was military government officer at St. Lo, Nantes and Reims.

While in the Pacific area Mr. Cooper was the law member of a military commission which was convened for the trial of certain high ranking Japanese military and naval personnel who were charged with commission of war crimes.

A native of Kentucky, Mr. Cooper is 44 years of age and is a graduate of Virginia Military Institute. He received his LLB from Harvard Law School in 1931 and his LLM from George Washington U. in 1937. He was admitted to the Kentucky bar in 1929.

Mr. Cooper is married and has three children, Basil, 6; John, 4, and Susan, 2.

GAB HOLDS TWO DAY MEETING IN ATLANTA

RAPID-FIRE series of discussions covering current broadcast problems featured the Tuesday-Wednesday meeting of the Georgia Assn. of Broadcasters, held at the Henry Grady Hotel, Atlanta.

John Fulton, WGST Atlanta, was installed as new president of the association. He replaces Allen M. Woodall, WDAK Columbus, who along with the retiring secretary, Edwin Mullinax, WLAG LaGrange, was given a vote of thanks.

New stations joining the association were WERD and WQXI Atlanta, and DeKalb Broadcasting Co., Decatur.

Other new officers are Dean Covington, WROM Rome, vice president; Tom Carr, DeKalb Broadcasting Co., secretary-treasurer; Allen Woodall, WDAK Columbus, and Lewis Doster, WGAU Athens, directors.

The fall meeting will be held in Rome.

Speakers at the two-day session included Neville Miller, radio attorney, on FCC regulations; Cy Langlois, Lang-Worth, music copyrights; Hugh M. P. Higgins, NAB, sales; John M. Outler Jr., WSB Atlanta, and Ben Akerman, WGST Atlanta, reported on the NAB Los Angeles convention. Banquet speaker was Warren Foster, Coca-Cola Co.

Mr. Duffy (center) confers with representatives of the various AAAA media committees (l to r): Mr. Franco; T. Norman Tveter, of Erwin Wasey & Co., member of committee on magazines and farm papers; Mr. Elliott, and M. L. Kiebler, Benton & Bowles, vice chairman of committee on outdoor and transportation advertising.

* * *

MEDIA RELATIONS

Duffy Heads AAAA's New Committee

A NEW COMMITTEE on media relations, organized to coordinate and strengthen its activities with advertising agencies, has been appointed by the American Assn. of Advertising Agencies. The committee also has been designated to coordinate the association's five individual media committees, whose chairmen are members ex-officio.

B. C. Duffy, president of BBDO, New York, is chairman of the new group, with the following as members: C. A. Brocker, Geyer, Newell & Ganger, New York; George Dibert, J. Walter Thompson Co., New York; H. H. Dobberteen, Benton & Bowles, New York; Winthrop Hoyt, Charles W. Hoyt Co., New York; Philip W. Lennen, Lennen & Mitchell, New York; T. J. Maloney, Newell-Emmett Co., New York; Monty Mann, Tracy-Locke Co., Dallas; E. E. Sylvester, Knox Reeves Advertising, Minneapolis, and George Weber, Mac Wilkins, Cole & Weber, Seattle.

Ex-officio members are: E. A. Elliott, Fletcher D. Richards Inc., New York (chairman, committee on business papers); Carlos Franco, Young & Rubicam, New York (chairman, committee on radio and television broadcasting); J. J. Hartigan, Campbell-Ewald Co., Detroit (chairman, committee on outdoor and transportation advertising); H. H. Kynett, The Aitkin-Kynett Co., Philadelphia (chairman, committee on newspapers), and Guy Richards, Compton Advertising, New York (chairman, committee on magazines and farm papers).

RCA TV in Spain

RCA, attempting to acquaint the Spanish people with American television, has begun a series of demonstrations in Madrid, opening with a private showing for Gen. Francisco Franco and his staff in Government Palace. The demonstrations include telecasts of Spanish dances, Moorish guard review, and presentations of American motion pictures. Ten RCA Victor video receivers are being displayed as two mobile units operate on the streets.

MAY TIME SALES

PIB Report Shows Gain Over 1947

FOUR national networks grossed $17,320,770 in time sales last May and $86,459,875 for the first five months of 1948, according to latest tabulations of the Publishers Information Bureau. This is the second in a series of monthly PIB reports on network grosses and product breakdowns published by BROADCASTING as a special service to time sellers and buyers and other readers.

Comparable figures for May 1947 and 1946 showed gross time sales of $16,009,025 and $16,822,405 respectively. Percentagewise, May 1948 marked increases of 8.2% and 2.9% over the same month in 1947 and 1946. May's total sales represent an increase of $244,051, or 1.4% over April's figure of $17,076,719.

Five month total for 1948 exceeds $79,934,941 for that period last year by $6,524,934 or 8.2% and surpasses 1946's five month figure of $83,744,660 by $2,715,215 or 3.2%.

Once again food, toiletry and drug categories led all other product groups in time sales, with soaps, including cleansers and polishers, and smoking materials closely behind. Totals of each of the five product groups ran into the million dollar column and together they accounted for $12,530,744 or more than 70% of network sales for May.

Runnerup groups: Household equipment and supplies, in sixth place; automotive, automotive accessories and equipment, seventh; confectionery and soft drinks, eighth; gasoline, lubricants and other fuels, ninth; and insurance, tenth.

In the light of April gross time sales, five classes of business took drops, some of them appreciable. Toiletries fell off roughly $75,000, while the automotive and food classifications dropped about $48,000 each. Other decreases were registered in the horticulture and radio groups. Notwithstanding their drops, food and toiletries maintained their one-two rankings in monthly and cumulative columns.

Culmulative listings of other classes remained virtually unchanged since PIB's first published report [BRODCASTING, June 28].

NETWORK GROSS BY PRODUCT GROUPS * (MAY 1948)

Class	May 1948	January-May 194
1. Agricultural & Farming	$ 130,955	$ 594,440
2. Apparel, Footwear & Accessories	152,403	645,589
3. Automotive, Automotive Accessories & Equipment	661,541	3,481,522
4. Aviation, Aviation Accessories & Equipment	------	------
5. Beer, Wine & Liquor	109,134	532,357
6. Building Materials, Equipment & Fixtures	111,464	503,846
7. Confectionery & Soft Drinks	652,795	3,286,028
8. Consumer Services	234,552	1,173,555
9. Drugs & Remedies	1,910,114	9,807,090
10. Entertainment & Amusements	------	------
11. Food & Food Products	4,206,713	21,355,232
12. Gasoline, Lubricants & Other Fuels	432,226	2,556,737
13. Horticulture	5,523	98,946
14. Household Equipment & Supplies	733,238	3,493,869
15. Household Furnishings	109,718	554,783
16. Industrial Materials	214,380	940,604
17. Insurance	391,133	1,871,235
18. Jewelry, Optical Goods & Cameras	79,496	294,363
19. Office Equipment, Stationery & Writing Supplies	215,559	1,143,694
20. Publishing & Media	130,040	706,031
21. Radios, Phonographs, Musical Instruments & Accessories	152,903	901,563
22. Retail Stores & Shops	------	------
23. Smoking Materials	1,745,687	8,627,322
24. Soaps, Cleansers & Polishers	1,774,641	8,176,444
25. Sporting Goods & Toys	------	------
26. Toiletries	2,893,589	14,570,236
27. Transportation, Travel & Resorts	------	------
28. Miscellaneous	272,966	1,144,389
TOTAL	$17,320,770	$86,459,875

* Source: Publishers Information Bureau

NAB-TV OR TBA?

Miller-Video Operators to Meet

TELEVISION station operators, swamped by new and critical problems, are awaiting a call from NAB President Justin Miller for a meeting tentatively set for Aug. 11. At that time they are to decide what to do about their trade-association future.

The meeting would be held in Chicago, sandwiched between the NAB District 7-8 area meeting (Aug. 9-10, French Lick, Ind.) and the District 9 session (Aug. 12-13, Chicago).

Spearheading the TV project is Walter J. Damm, vice president and director of radio of the *Milwaukee Journal* stations—WTMJ, WTMJ-TV and WTMJ-FM of Milwaukee. A former NAB president, Mr. Damm two years ago had suggested the NAB Management Conference plan to replace the industrywide convention.

NAB Ready to Discuss Idea

Supporting Mr. Damm's move to give TV stations full trade association service are at least a dozen TV operators, including some members of the NAB board. Judge Miller has informed Mr. Damm the association is ready to discuss the idea with TV operators and to meet with them Aug. 11.

In the exchange of letters, some confusion has developed over who should call the Chicago session—Judge Miller or Mr. Damm. It was expected this difficulty would be cleared up in a few days to provide time for the necessary meeting arrangements.

Three main courses are suggested:

1—Set up an autonomous TV section in the NAB, perhaps changing the association's name to include the word "television."

2—Expand TBA to provide complete trade association service entirely outside NAB.

3—Work out a joint NAB-TBA operation.

NAB in the past has been cold to the idea of a television section or department but yielded to demands of FM stations when it absorbed the old Frequency Modulation Broadcasters Inc.

On the ground that it was organized to represent broadcasters as a whole, and not promote any one segment of the industry, NAB has resisted efforts to set up a TV department. However, it amended its By-Laws to give board representation to TV, FM and facsimile when 25 or more stations are members. FM has one Class A and one Class B member.

At present NAB has four television members on its books.

Mr. Damm proposes "a completely separate section of the NAB, separately financed and staffed and completely undominated by a board of AM broadcasters." He argues that more and more broadcasters are going into TV, "but I know from experience that they really do not know until after they have commenced operations what they are heading for. I have yet to find one broadcaster going into television who can bring himself to believe, until too late, that broadcasting and television are two different breeds of cats."

Judge Miller told Mr. Damm that NAB board members have shown new interest in doing something about TV since the May meeting at Los Angeles. Next board meeting is scheduled in mid-November at Washington.

The NAB head agreed it is time to act. He felt AM members might hesitate to spend money for TV development but noted AM operators are becoming increasingly interested in the visual medium.

The proposed Chicago meeting Aug. 11 would arouse interest of NAB members and show need of action, Judge Miller informed Mr. Damm, and could work out ways of giving TV stations the service they desire. Two courses are open, he suggested: First, persuade the NAB board to act; second, offer a proposed amendment to the By-Laws. A third plan, he added, would be for TBA and NAB to attempt to work out a joint operation.

By-Laws Could Be Amended

If the NAB board acted, amendment of the By-Laws to permit membership in NAB on behalf of any TV licensee who is already an FM or AM member would be simple, according to Judge Miller. This action was taken in the case of FM, when some 500 came in at one time following dissolution of FMBI.

The common problems of TV stations are really serious, Mr. Damm said in a letter to video operators. Concerned with programming, they have passed over business problems that demand attention. He listed the problems as:

1—Copyright.
2—A reasonable and fair contract form covering proper protection on film rentals.
3—Standardized rate card.
4—Standardized agency-advertiser contract.
5—A program idea exchange.

Of these, copyright is the most important, according to Mr. Damm, who said:

> **"It has come to our attention that ASCAP is thinking in the most fantastic terms as regards a contract with television operators. As I get it, a flat fee of an undetermined percentage on gross business for off-screen performance, another fee for performance of numbers by four or less people without costume, another type of fee for performance of numbers with the performers in costume, and still another for performances by more than four people, the latter group to be on an individually negotiated basis. Then there is the matter of limits on the number of songs from a show or picture that can be performed on any one program.**
>
> **"Not only that, I also understand that the NAB copyright committee (Music Advisory Committee) has tentatively expressed approval of these general ideas. Frankly, I am scared.**
>
> **"What we do now, or rather, what television in New York does now, will be accepted as common practice when the television operators get around to doing something. Nobody seems to know what the other fellow is doing. Each is setting precedents. One network advertiser, I understand, recently paid $700 for the privilege of using certain show tunes. I understand also that it is common practice to pay from $150 to $200. How are the independent operators going to get a break with this kind of activity going on?**
>
> **"Get me straight. I am not stumping for another association, but the NAB is not concerning itself with television."**

Mr. Damm reminded that the National Television Film Council was formed June 17 to take up contract and other neglected problems in the film industry. He suggested TV operators might put up funds to be segregated by NAB for work on television. He then proposed that if NAB isn't willing to meet TV requirements, then ask TBA "where it proposes to go." Finally, he suggested that if NAB sets up to do the TV job, TBA and NAB should combine as happened in the case of FMBI.

Of a dozen comments received from TV stations by Mr. Damm, all but one agreed with his basic ideas. The dissenting reply praised work of TBA and suggested it be expanded.

Television stories, on other pages, in this issue:

New York Video Findings 18
BMB Plans to Publish TV Ownership Data; Date Not Set 18
Telestatus: Film Firms' Position in Video 18
Chicago Test Indicates Color Films OK for Video 25
TV Sponsor Identification High in Milwaukee 30
Introduction of TV-Phonevision Sets Expected by Fall 36
WABD Remodels Studios, Adds Equipment 40
Three Television Station Applications Filed 54
Electric Assn. Reports 27,000 Chicago TV Sets 54
Women's Wear Industry Advised of TV Potential 54
TV Channel Reallocation Hearing in Final Phases 56
TBA To Name 4 Regional Committees 57
'Picture Frame' Video Set to Be on Market Soon 57
WGN-TV Selling Spots 60
TV Rolls Along, But Other Entertainment Is Off 60
Television Information Service Opened in New York 61
NBC Gets OK to Raise Capital TV Tower Height 63
Lamb Plans to Launch Erie TV Outlet by Christmas 64

For television personnel changes, programs, etc., see various notes departments in this issue

FARM VIDEO

U. S. Starts Probe As Rural Aid

THE U. S. Dept. of Agriculture last week formally recognized television as a means of contacting farm and city people by announcing approval of a TV research project [BROADCASTING, July 19].

For some months the Department's Radio service has been conducting a preliminary inquiry into TV's impact. Last week's action formalizes the study.

Under the Research & Marketing Act, the Radio Service will probe TV "as a means of bringing to farm and city people the benefits of argicultural and home economics research."

Directing the research project are Kenneth M. Gapin, assistant director of information in charge of radio and television; Dana D. Reynolds, in charge of operations, Radio Service; Tom Noone, formerly with National County Agent Syndicate and now television information specialist working mainly on research, and Maynard Speece, formerly U. of Minnesota, who will concentrate on programming.

"Television offers promise of being a highly effective medium to carry out objectives of the Research & Marketing Act," the Department said, "to bring to consumers and others information to encourage more effective use, and greater consumption, of agricultural products. The project will be conducted by the Radio Service in cooperation with television networks and stations, State extension services and other public and private agencies."

Kinds of information suitable to telecasting, and types of programming will be studied, along with means of using farm specialists for reports to the public via TV. The cost factor of television will be given "careful attention." Survey of listener reaction to program techniques will be observed.

Early studies will deal with programs for the general TV audience and stressing facts useful to consumers. As TV service spreads into rural areas and farmers install sets the study will deal with programs directly serving farm people as well as shippers, processors, merchandisers and others who handle farm products.

DEFENSE

Radio Silencing Question Studied

THORNIEST problem encountered by architects of the communications chapter of the civilian defense plan, the bulk of which has been submitted to Civil Defense Planning Chief Russell J. Hopley, reportedly concerns the advisability of imposing radio silence in the event this nation is attacked.

An associate of Mr. Hopley advised BROADCASTING July 21 that the communications phase of the civil defense plan had been "informally placed on Mr. Hopley's desk" this week. It was explained this meant that the greater portion of the communications section, describing the part AM, FM and TV would be called upon to play in the event of a national emergency, had already been presented to the civil defense chief. Some few remaining sections, it was explained, were still being redrafted.

Hopley to Get Full Plan

Herbert J. Schroll, CDP communications expert, told BROADCASTING that the entire plan would be in the hands of Mr. Hopley "any day," and said his division was "progressing very well" with the report.

An industry advisory board, consisting of ten representatives of AM, FM and TV broadcasting, offered their recommendations during an all-day Pentagon meeting July 9 [BROADCASTING, July 12]. After sifting by defense officials their recommendations were considered for incorporation into the communications section.

A great deal of discussion between defense and industry representatives centered about the advisability of silencing broadcasting facilities if the homeland is attacked, informed quarters say. Broadcasters reportedly placed emphasis on the industry's outstanding record of self-regulation and pointed out that the theory that radio signals provide a guide-post to enemy raiders had been exploded. Military authorities promised to weigh closely the advantages and disadvantages of sustained broadcasting during attacks.

Advancements in the industry, such as FM and TV, were given considerable attention during discussions in an effort to draft a plan with maximum utilization of facilities.

Follows World War II Plan

Basically, the overall plan for the radio industry is expected to resemble, with modifications to bring it abreast of scientific developments, the World War II plan.

Plans devised during World War II, providing for electronics alarm and alert systems, emergency power supplies, public instruction methods and other measures, served as the framework for the current plans.

Mr. Hopley is also receiving drafts of plans of other divisions. These and the communications plan will be reviewed and possibly revised by Mr. Hopley before he dovetails them into the master plan for presentation to Defense Secretary James V. Forrestal. A target date of July 31 has been fixed by Mr. Hopley for transmission of the complete plan to Secretary Forrestal.

Recommendations for legislation required to effect stand-by measures to prepare the civilian defense structure will be recommended to the Congress by the Secretary of Defense. The role of broadcasters is not expected to require any legislation, however. Instead, broadcasters would be asked to implement their part of the plan upon its acceptance by Secretary Forrestal.

It is expected that the communications section of the plan will be made public en tote after it receives the Secretary's stamp of approval because it reportedly contains no material of a secret character.

Bunker, Barr Get Y & R Promotions

Two Hollywood Managers Become Agency Vice Presidents

ELEVATION of Walter Bunker, Hollywood radio manager, and Don Barr, Hollywood office manager, to vice presidencies was announced in Hollywood last week by Sigurd S. Larmon, Young & Rubicam president.

On the question of Hollywood's place in the agency's television operations, Mr. Larmon said that Sylvester "Pat" Weaver, Y&R vice president in charge of television and radio, would survey those possibilities when he arrived in Hollywood Aug. 1. In any case Mr. Larmon stated that the agency is prepared to lose money in television operations for at least three years in the best interests of their clients and the agency itself.

Many TV Programs

By way of showing the current thinking at the agency's New York end, he said that the staff would have at least as many television programs on this fall as it has radio programs, and possibly more.

In no way, he stated, would his agency's operation in television seek to duplicate film production facilities already existing, since this was unwise and uneconomical. But he emphasized that every agency must supervise any such production in the best interests of the client concerned.

Since television is graphic and offers movement, BROADCASTING asked Mr. Larmon whether its very graphic quality might lead to a version of newspaper and/or magazine appropriations. He recognized this possibility, but cited the increase in population growth as a sales factor which might well keep all media healthy and yet provide video with a dominant source of appropriation instead of re-directing it from an existing medium.

Above all he stressed that television is currently an uneconomical buy and as an advertising medium posed many questions which will only be known after ample research. The importance of the medium's future is not to be underrated, he said, but its present campaign effectiveness is seriously doubted on a plans level of the agency, he concluded.

RATE STUDY BY MBS

AAAA, Other Groups Cooperate

A THOROUGH study of radio rate structures looking toward the discovery and correction of outmoded or unrealistic schedules has been undertaken by Mutual after consultation with the radio-television committee of the American Assn. of Advertising Agencies.

The project, first proposed by Edgar Kobak, MBS president, and under consideration for several weeks [Closed Circuit, July 21] will, according to present plans, be carried on by Mutual with whatever assistance and suggestions agencies, advertisers and other broadcasters care to make.

Mutual has made it plain that it invites participation in the study. In a letter written to Carlos Franco, Young & Rubicam associate radio director and chairman of the AAAA radio-television committee, E. P. H. James, MBS vice president, said:

". . . Our main thought is to establish what is wrong with the present rate structure and then cooperate with everybody concerned to put it right."

Mr. James' letter promised that if Mutual were "able to work out some suggestions which will be of value to the other networks and to the whole radio industry, we shall be very glad." He said that Mutual would "give the results of our study to the industry."

The project was originally broached by Mr. Kobak and Mr. James at a meeting a month ago with Mr. Franco's committee which, it was learned, looked upon such a proposal favorably. It was believed that the agency leaders would cooperate with the study to the extent of suggesting areas which it ought to cover and specific details of particular interest to them.

Major Points

In his letter to Mr. Franco, written after the meeting, Mr. James restated major points which had been discussed. Among them:

1. Advertising rates of all media are under closer scrutiny now than in recent years owing to shifts in the economic situation.

2. No major rate revisions have been made by networks since 1934 "when networks first placed rates on a scale bearing some relationship to coverage," despite the growth since then of hundreds of stations and new phases of broadcasting—television and FM.

"After 25 years of broadcast advertising," the letter read, "it should pay us to review past practice and look forward to future needs. It is good for any industry to re-examine its ways of doing business from time to time. Habits become established, sometimes for good reasons, but often enough the reasons change with no corresponding changes made in the customs."

Mutual pointed out that a complete study of rates would take time. "We do not intend to jump to any conclusions," Mr. James wrote.

Text of James Letter

Full text of Mr. James' letter to Mr. Franco follows:

Dear Carlos:

We greatly enjoyed our meeting with you and your committee on June 18, and as you requested we are setting down here some of the points of chief importance in the overall problem we brought to your attention.

1. Advertising rates of all media are under closer scrutiny now than they have been for some years past. Rising production costs in all fields have made the costs of distribution an increasingly pressing problem to manufacturers and distributors, and the cost of advertising is one of its most important factors.

2. While overall radio listening is at a peak, the influx of many new stations, the competitive effects of FM and television, and the progress made by some magazines and newspapers (in circulation, in the sale of advertising space and in the development of new and more effective sales arguments) have all combined to place radio under the necessity of making sure that its rates are right.

3. While numerous individual station rate adjustments have been made, there has been no major revision of radio rates since 1934 or thereabouts, when networks first placed rates on a scale bearing some relationship to coverage. Since that time, we have learned a great deal about coverage which we did not know then, and advertisers have acquired a fund of knowledge of the relative values obtained in specific time periods. The sum total of all this extra knowledge gives us a foundation for the re-examination of rates which we believe should now be launched.

4. After 25 years of broadcast advertising, it should pay us to review past practice and look forward to future needs. It is good for any industry to re-examine its ways of doing business from time to time. Habits become established, sometimes for good reasons, but often enough the reasons change with no corresponding changes made in the customs. Certain established practices which may have

(*Continued on page 66*)

GIVEAWAY FEVER

Prizes Hit 6 Figures Weekly

By JOHN OSBON

CASH and merchandise giveaway values on network programs currently are running into six figures each week and approximating the $1,000,000 mark every six weeks. These facts, hitherto suspected but never adequately verified, are based on a BROADCASTING survey of prize availabilities during the week June 5-11 when the four networks and sponsors were prepared to ladle out close to $165,000 worth of handouts.

With the avalanche at an all-time annual high—the figures already tower dizzily into the millions—radio's munificence threatens to dwarf by comparison the philanthropies of the Rockefellers and Rosenwalds.

Just what is available to listeners in a typical summer week?

BROADCASTING decided to poll the networks and find out. In some cases, up-to-date jackpot figures were unavailable. In others, jackpot prizes were lingering over, although some initial pots are high and sponsors and networks would only start over anyway. It is true that not all of the fabulous $165,000 was claimed—it was all offered, however. But it is likewise true that some categories (such as special services like transportation) were unevaluable. Bear in mind, also, that neither countless local giveaway shows nor premiums were included.

In any event, the figure is startling: MBS and ABC with upwards of $70,000 and $50,000, respectively; CBS, upwards of $35,000, and NBC between $3,000 and $4,000.

Latest contestant to snag a sizable portion of radio's swag is Eileen Gribben, a Bergenfield, N.J., housewife. She won $15,000 July 15 on MBS *Meet Your Lucky Partner* by identifying the lovers of Trilby—but not without prodigious effort. A listener to five previous airings which had given assorted clues, Mrs. Gribben boned up for the correct answer by doing library research on historical lovers. Then she came to New York, waggled a ticket and managed to get herself chosen as contestant out of 800 people. Notwithstanding the diminishing element of surprise on giveaways, she fainted dead away when announced the victor.

WNEW Proposition

JACK ADAMS, who first refused, then reluctantly accepted the $7,300 jackpot on Mutual's *Three for the Money*, has been invited to appear on WNEW New York's newly-launched *You Can Lose Your Shirt*. Station officials gleefully pointed out: "If Adams is worried about income tax brackets, our show can help. Money lost on it is deductible because all goes to charities." To relieve him of his $7,300 headache, WNEW said it would lift $100 limit on money a contestant can lose.

That giveaways might not be worth the strain and tension listeners undergo to win them, was indicated last week, too, on a reverse scale. A Huntington, W. Va., cable splicer, Jack L. Adams, won $7,300 on MBS *Three for the Money*—but was all for refusing the jackpot. Mr. Adams wired network officials, in effect: (1) He had been deluged with phone calls from solicitors, salesmen, charities, etc.; (2) He couldn't get a decent night's sleep, and furthermore, the accumulation would move him into a higher income bracket, he insisted. He said he was turning it down, but Ed Lee, publicist for Edward Wolf Assoc., program producers, was en route by air Monday to Huntington, intent on twisting his arm, if necessary, but he reluctantly accepted.

She Lived Right

MRS. S. K. HEARD, who won *Stop the Music's* latest windfall ($17,000), was interested in another kind of melon when notified of her winnings—she was slicing watermelon in her backyard. Said Mrs. Heard ecstatically, "It just goes to show you—if people live right, they'll come out on top."

"What he does with it is his own business," a network spokesman said soothingly. "But he has to accept it." The giveaway is incidental to the music in the program format, the network man insists.

Listener Adams, some observers think, might well be prevailed upon to appear on the network's *What Makes You Tick?*, a show stressing psychology and designed more for entertainment. The winner receives $50 cash and a wrist watch, but gets a chance to focus the limelight on his personality. He picks a set of questions, gives an analysis of himself on a certain subject, then sets out to see how the analysis jibes with answers to a set of questions.

Mutual's *Queen for a Day* lavishes between $3,000 and $4,000 on each day's broadcast (the "regal wish") and sometime ago paid out $35,000 on its "Mother-In-Law Queen" contest. *Heart's Desire* pays off in transportation and other services rendered—a dance band for one night or shipment of snake oil to a friend. A typewriter-repairman collected the $750 sum on *True or False* July 17. Oddly enough, the winning listener doesn't have to even listen to cash in. While latest figures were unavailable on *Take a Number*, handouts of $5,000 or $6,000 aren't unusual and a $20,000 jackpot is within realm of possibility.

Listeners with a flair for music might do well on *What's the Name of That Song?*, Hollywood-originated program. When unclaimed, the prizes run between $200 and $300, with a $30 top for each correct answer. Altogether the show has awarded about $54,000 over a six-year period, it is understood. *Fishing and Hunting Club* averages $2,500 in merchandise prizes each broadcast.

ABC Grand Slam

ABC's bellwether, *Stop the Music*, produced another grandslam winner on the July 18 stanza when Mrs. S. K. Heard, of Shreveport, La., won $17,000 in merchandise. Four weeks ago the program, which was enough to give Fred Allen a Hooper-migraine headache, doled out $20,000 to a Manhattan housewife [BROADCASTING, July 5]. That same week *Break the Bank* was unbreakable and soared to $2,400, but a listener put the bite on *What's My Name?* for $4,000.

Last week the network also announced the addition of still another

(*Continued on page 65*)

THEY'RE ALL AGES and from all income brackets, these radio contest winners. Here are a few which are typical. Top photo shows Mrs. Bessie Lawrence, her eyes closed, hands clasped, asking Edward May, president of KMA Shenandoah, Iowa, "Am I dreaming?" He had just informed her she had won $30,000 in the Abbott & Costello "Kid Show" contest.

Second from top, the Rev. Norman E. Kuck (l), pastor of two Michigan churches, becomes a flying parson as he and Mrs. Kuck are presented with their Ercoupe by Joe Redding, Ercoupe sales manager. The minister won the plane for his prize jingles in a Mutual contest.

Center photo, Mr. and Mrs. Milton Hill are served breakfast in bed by Marc Leon (l) and Eddie Vann of WGCM Gulfport, Miss. Mrs. Hill's winning answer on Mr. Vann's "Gee Whiz! Let's Quiz!" prompted the service.

Second from bottom, Mrs. Wadsworth Clarke (r) is interviewed by Dorothy Wood, woman's editor of WFTM Maysville, Ky., on her prize essay on "The Influence of Swedish Settlers on a Community or Region." Contest, sponsored by Swedish-American Steamship Line, awarded her trip to Scandinavian countries.

Bottom photo, E. J. "Mike" Huber, general manager of WGIL Galesburg, Ill., congratulates winners in an amateur contest held on that station in cooperation with the Junior Chamber of Commerce.

MILWAUKEE TV

Sponsor Identification High

	Private Sets On*	Public Sets On*
Wednesday	62.6%	80.0%
Thursday	73.5	79.3
Friday	64.9	66.7
Saturday	85.7	66.7
Sunday	57.3	71.4

NUMBER OF VIEWERS PER SET

	Private Homes		Public Installations	
Wednesday	2.1 (day)	4.3 (night)	10.0 (day)	27.1 (night)
Thursday	2.2	5.2	10.5	29.7
Friday	2.2	4.6	11.3	30.8
Saturday	2.9	5.1	13.1	33.3
Sunday	3.0	5.6	13.6	31.4

NIGHTTIME LISTENING AUDIENCE

	Home Viewers	Public Viewers	Total
Wednesday	11,950	24,607	36,557
Thursday	14,451	26,968	41,419
Friday	11,783	27,966	39,749
Saturday	14,173	30,236	44,409
Sunday	15,562	28,511	44,073

DAYTIME LISTENING AUDIENCE

	Home Viewers	Public Viewers	Total
Wednesday	5,836	9,080	14,916
Thursday	6,114	9,534	15,648
Friday	6,114	10,260	16,374
Saturday	8,059	11,895	19,954
Sunday	8,331	12,348	20,679

* These figures are based on nighttime usage, but on the basis of observation are believed to be also accurate for daytime.

Audience and sets-in-operation figures developed during the survey.

TELEVISION viewers are developing a keen faculty for sponsor identification, a facter providing a powerful selling point for video time salesmen. This fact was revealed last week in a comprehensive survey of the television situation in Milwaukee, conducted for WTMJ-TV.

Officials of the Cramer-Krasselt Agency, Milwaukee, which commissioned an independent research organization to take the survey, were confident that the results of the survey could be accurately projected to the total Milwaukee television audience.

A 12% sample of the 3,780 (July 20, 1948 figure) television set owners of Milwaukee was taken during 445 personal interviews, of from 25 to 55 minutes duration each, daily in the period of June 23 to July 11. Interviewees were selected at random from distributor lists. They were proportionately weighed between the 908, or 24.7% public and 2,779, or 75.3% private installations.

The first television survey by the Cramer-Krasselt Co. was conducted in Milwaukee last February when 6% of the 950 television set owners were given personal interviews.

Without the benefit of any form of prompting or listings, 241 of the 305 home set owners interviewed during the July survey were able to recall, strictly from memory, products, services and stores they had heard of or seen on their video sets. The seven advertisers mentioned most frequently included sponsors of sports programs, live shows, film and spot announcements.

Sponsorship Identification

A total of 201, or 83.4% of the 305 interviewees identified Boston Store as a sponsor. Schuster's was identified by 197, or 81.7%; Ford Motor Co., 191, 79.2%; Gimbel Bros., 190, 78.8%; Camels Cigarettes, 176, 73%, and Gettelman Brewing Co., 172, 71.3%.

Also considered significant was the high degree of correct association of sponsors with their programs. A total of 271, or 88.8%, named Gettelman as the sponsor of the Thursday wrestling match telecasts. Thirty-four did not identify the sponsor. Ford Motor Co. was recognized as the sponsor of the Milwaukee baseball game telecasts by 262, or 85.9%, of the viewers, while 45 failed to identify the sponsoring company.

Viewers were asked to rate current WTMJ-TV programs as either better than, as good as, or not so good as they had expected. They were rated as good as or better than had been anticipated by 92.3%. Of the 312 respondents to the question, 17 were not receiving full value, 188 said the programs were about as good as expected and 100 felt they exceeded expectations.

The agency was of the opinion that responses to questions on child viewers substantiated claims in television circles as to the medium's high educational benefits. A total of 251 viewers said children had seen WTMJ-TV programs in their homes.

Men comprised the majority of public nighttime viewers and better than half the nighttime home audience. Composition of audiences viewing public installations during nighttime was 79.9% men, 20.1% women and at home 56.3% men, 31.8% women and 11.9% children.

It can be assumed, the agency said, that actually there are variations in listenership between days, caused by outside activities, varying weather and other circumstances. But generally speaking, agency officials declared, the home owners show no preference for any particular night. The replies of 305 home set owners who were asked which nights (Wednesday through Sunday) their television sets were normally in use furnished these figures: Wednesday, 295; Thursday, 299; Friday, 300; Saturday, 299; Sunday, 300.

Walter J. Damm, general manager of WTMJ and vice president of The Journal Co., licensee of WTMJ-FM and WTMJ-TV, in commenting on the survey told BROADCASTING July 20 that there is a "vital need for similar material in all of the markets in which television stations are now operating."

Mr. Damm said he was advised by Cramer - Krasselt that the agency would be able to sell substantial television campaigns to a number of other clients if similar information was available from all of the television markets.

The survey revealed little turnover in the home audience during nighttime television broadcasts. The sets, in the vast majority of cases, were tuned in at the 7 p.m. beginning hour and remained on until the close of the programs.

In public viewing places the audience was at its peak at 9 p.m. and began to taper off at approximately 10 p.m. Figures for the "average audience" at public places were taken because the turnover factor is about 2.5 with the average viewer remaining one hour.

SET QUESTION SUPPORT

C. of C. Joins Drive

SUPPORT of the U. S. Chamber of Commerce has been thrown behind the move by broadcasters, advertisers, agencies, BMB, NAB and others to obtain a radio set question in the 1950 decennial census.

Though the C. of C. at one time had been opposed to the radio question on the ground that "everyone has a radio anyhow," it has reversed its position, according to F. Stuart Fitzpatrick, director of the Construction and Civic Development Dept.

Mr. Fitzpatrick is a member of the Census Bureau's Housing Census Advisory Committee, a technical group which had indicated lack of interest in a set question at its last meeting a month ago.

"The committee will reconsider its policy at its next meeting," Mr. Fitzpatrick told BROADCASTING. "I personally feel the radio question will provide information of great value to business and industry. Ownership data on radio sets will provide new bench-mark information to replace the eight-year-old facts obtained in the last census."

The other technical committee officially on record against inclusion of a radio set question—Census Advisory Committee of the American Marketing Assn.—is expected to reconsider its action in the near future. This committee also had acted in the belief that radio had attained "saturation," but it is understood at least two or three of its members would like to discuss the matter further.

Legislative Hurdle

One legislative hurdle has not been overcome if the 1950 census is to include a radio question. The Senate-passed Taft Bill (S-1950) to authorize the housing census as one-half of the 1950 census has been frozen in the House Committee on Post Office and Civil Service by Chairman Edward H. Rees (R-Kan.).

Though the Taft Bill passed the Senate unanimously and has no opposition, Chairman Rees has held up its progress. Effort will be made by persons interested in the 1950 census to point out need for the legislation, since all planning for the nationwide tabulation hinges on it. This planning should be underway, according to officials at the Census Bureau. The bill merely provides formal authorization.

Hope has been expressed that Chairman Rees will move the bill into the House during the special session of Congress.

Latest association to petition the Census Bureau to include a radio question in the 1950 count is the Kentucky Broadcasters Assn. At its recent meeting the association adopted a resolution pointing out that "in case of a national emergency it should obviously be vital to various governmental agencies to know accurately the nature and degree of distribution of radio receivers among the public." It added that new types of radio transmission have become important factors in dissemination of news, information and entertainment.

Hugh O. Potter, WOMI Owensboro, KBA secretary, received from the Census Bureau the form letter sent to all who have asked for a 1950 radio question.

Charles Sawyer, Secretary of Commerce, declared Wednesday that the bureau has discussed with school officials the idea of enlisting 600,000 teachers as census enumerators in the spring of 1950. The plan is being studied by school groups and boards of education. Secretary Sawyer pointed out that teachers are well equipped to do the work and that the problem of recruiting a staff of enumerators may be serious should present economic conditions prevail in 1950.

WHO

News Manager

JACK SHELLEY

SCHOOL OF JOURNALISM
JAY H. NEFF HALL

Is First Radio-Station Newsman Ever to Receive Famed UNIVERSITY of MISSOURI *School of Journalism's* HONOR AWARD!

JACK SHELLEY, WHO News Manager; Wartime Radio War News Co-ordinator for Iowa; WHO War Correspondent for both European and Pacific Theatres (covered Japanese surrender); Vice President of National Association of Radio News Directors.

ON May 7, the coveted Honor Award of the University of Missouri's School of Journalism was given to Jack Shelley "for Distinguished Service in Journalism." It was the first time in history that this honor had been accorded to any individual for radio activities exclusively.

The citation reads in part: ". . . for his outstanding work in organizing and developing a great newsgathering and newscasting department in a leading radio station . . ."

Under Jack Shelley's direction the WHO News Department is indeed "great." The 13-man staff has a cumulative background of 99 years in journalistic work, and 13 college degrees. Every newscast is completely rewritten by up to four newsmen per broadcast, from seven leased wires (two AP, two UP, three INS circuits), and from a staff of 70 local correspondents in Iowa and Missouri. These local correspondents are in constant touch with WHO, by telephone and telegraph, often "scooping" every other medium by hours.

Jack Shelley's WHO News Department wins Awards from listeners, too. The 1947 Iowa Radio Audience Survey proved that *of all Iowa families listening to newscasts,* 56% usually listen to WHO news. The balance is divided among 14 other stations. Let us—or Free & Peters—tell you more about WHO's news *and other* departments. It's an amazing story of Station WHO's Public Service—which automatically means "Advertiser Service," too!

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

ASCAP DEFEAT

Judge Levels Monopoly Charge

"ALMOST every part of the structure" of the American Society of Composers, Authors and Publishers involves violations of federal anti-trust laws, according to findings of the U. S. District Court of New York made public July 19.

The opinion was handed down by Judge Vincent L. Leibell in a suit filed April 9, 1942, by 164 operators of movie houses in the New York metropolitan area. The case was dormant from 1943 until August 1946, and finally came to trial last March.

ASCAP had been charged by the plaintiffs with monopolistically levying theatre license fees for the presentation of ASCAP-controlled music incorporated in the films. The theatre men asked relief from this practice, and demanded treble damages from ASCAP.

Judge Leibell ruled out the damage claim but granted the plaintiffs an injunction under which ASCAP was ordered to "divest itself of all rights of public performance through the exhibition of motion picture films, of musical compositions which have been synchronized with motion picture films and to assign said performance rights to owners of the copyright."

"I have concluded that ASCAP has violated the antitrust laws . . . ," the judge wrote in a lengthy, detailed decision. "That ASCAP is a monopoly . . . was clearly established . . . the combination of the members of ASCAP in transferring all their non-dramatic performing rights to ASCAP is a combination in restraint of interstate trade and commerce . . ."

The court also found ASCAP guilty of conspiring with movie producers by including in exhibitor contracts a clause requiring exhibitors to obtain ASCAP licenses without which they would not be supplied with films. "The fact that ASCAP is a membership association gives it no immunity," the judge held.

Although ASCAP was generally expected to file an appeal from the district court decision, an attorney for the society said last Wednesday that no action toward such an appeal had yet been undertaken. The ASCAP attorney voiced a doubt that the theatre men would regard the court decision as a complete victory, and suggested that they rather than ASCAP might enter an appeal for reopening of the case.

Better Frequency Allocation Needed

Faults Are Presented in Article By Jeremiah Courtney

A NEED for FCC to "post-audit" frequency assignments—monitoring to determine whether the various services make full use of the frequencies assigned to them—is seen by Jeremiah Courtney, Washington radio attorney, in an article in the current issue of *Electronics* magazine.

The article criticizes the waste of spectrum space by both government and non-government services and the "faulty" allocations practices to which this waste is attributed.

Mr. Courtney also takes the view that all allocations should be supervised by a single agency, so that government and non-government needs may be weighed against each other and decided on merit. Additionally, he said, FCC should make its assignments to the various services "sufficiently flexible to permit use by another service when not used or likely to be used by the service for which originally assigned."

In his article, "What's Wrong With U. S. Frequency Allocations?" Mr. Courtney enumerates four "basic faults," as follows:

1. **The dual system of allocations pursuant to which the Interdepartment Radio Advisory Committee [IRAC] is empowered to assign frequencies to government radio stations while the FCC does likewise for non-government stations, both agencies enjoying equal and plenary authority over the entire spectrum.**
2. **The practice of IRAC in making frequency assignments on the basis of Government-agency statements of frequency need without any or sufficient proof of need, and without independent examination of frequency utilization by such agencies. .**
3. **The practice of FCC in making frequency assignments on the basis of paper showings of prospective need, not speedily readjusted in the light of the actual frequency utilization thereafter independently determined by the monitoring staff.**
4. **The practice of the FCC in assigning blocks of frequencies for the use of particular services on a national basis, without providing for their use by other services in areas where such frequencies are not used or likely to be used by the service to which they were originally assigned.**

CHALFONTE-HADDON HALL, one of Atlantic City's oldest beachfront hotels, has become first resort hotel to advertise in Philadelphia via television. It inaugurated a spot campaign on WPTZ Philadelphia through the W. Wallace Orr agency.

V.ery O.bviously*

VERY OBVIOUSLY, THERE'S A "BEST" BUY IN THE MEMPHIS RADIO MARKET TODAY.

OBVIOUSLY WE'RE TALKING ABOUT THE STATION THAT'S INDEPENDENT BUT NOT ALOOF (OR ELSE WE WOULDN'T BE SIGNING WHHM TO THIS AD).

HAPPY, HAPPY HOOPERS GIVE US THAT RIGHT OF PRIDEFUL DELIGHT.

AN ALERT AUDIENCE THAT KEEPS ON REACTING TO THE PROGRAMMING AND ANNOUNCEMENTS AND THUS KEEPS CLIENTS' REGISTERS RINGING A MERRY TUNE—SUMMER HEAT OR NOT.

FOR YOUR FALL AND WINTER SCHEDULES, VERY OBVIOUSLY THERE'S ONE BUY IN THE MEMPHIS MARKET.

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Music, News, Sports 24 Hours Daily

MEMPHIS, TENNESSEE

PATT McDONALD, manager

FORJOE & CO., national representatives

* Seagrams' V.O. furnished this one

Write or call for availabilities for local or nationally advertised products or services!

NINE CREEK
LEDGER 3M.
LOAFERS GLORY 2M.

Peace 'n quiet

This fellow's figured out one way to get peace and quiet. He's just folded up by the roadside and gone to sleep.

But that won't do down here in Baltimore. Business is brisk. Competition is tough. You've got to make every advertising dollar count in this rich market—the 6th largest in the U.S.A. Still, there's a way for time-buyers to have peace and quiet without going to sleep on the job.

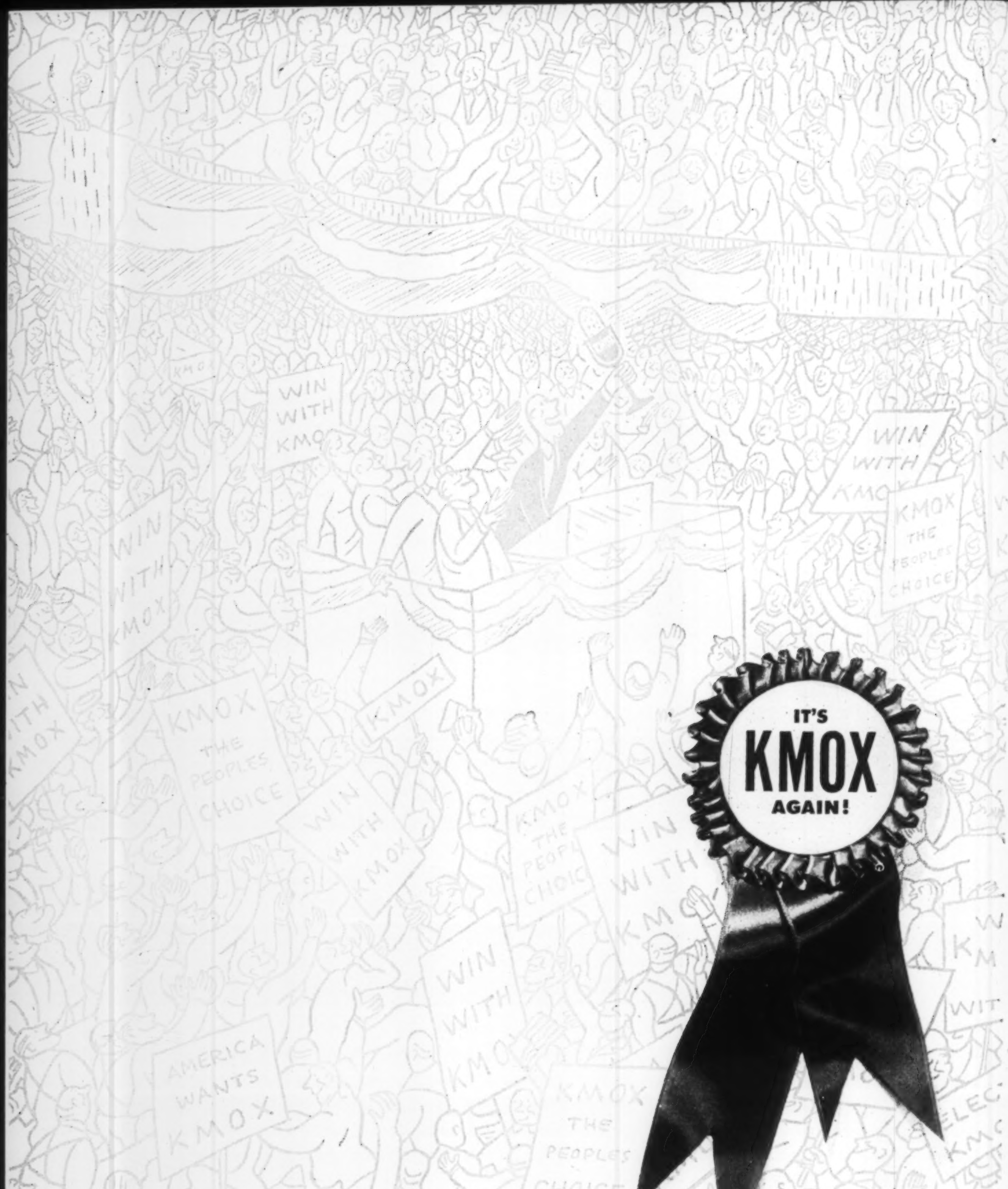
They just buy W-I-T-H. W-I-T-H isn't the most powerful station in town. But, dollar for dollar, it's the best buy. W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

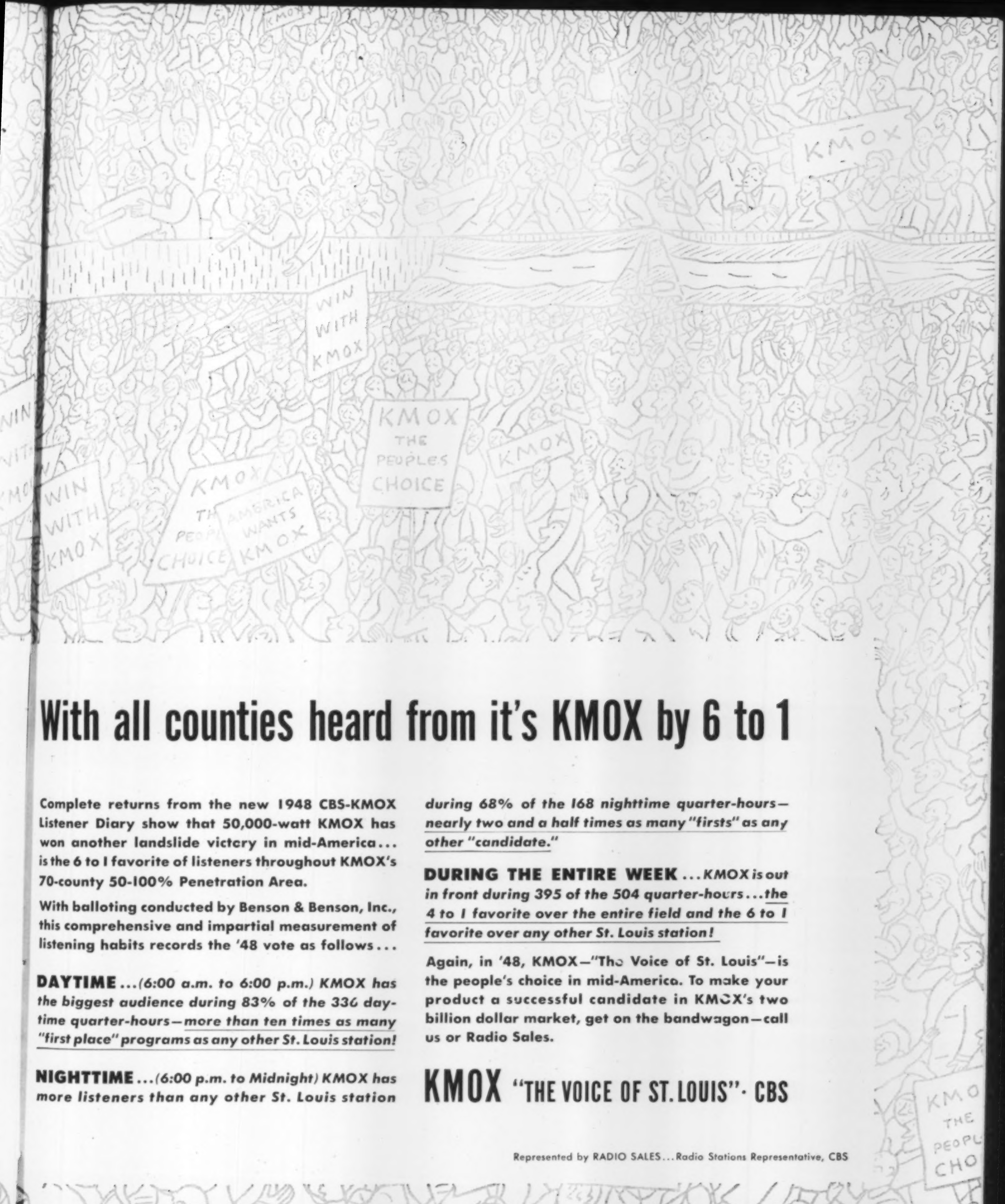
That's why more and more smart time-buyers are putting W-I-T-H way up high on their schedules. Are you using this BIG independent with the BIG audience? If not, better call in that Headley-Reed man today.

W·I·T·H

AM Baltimore Maryland **FM**

Tom Tinsley, *President* • *Represented by* Headley-Reed


IT'S
KMOX
AGAIN!
WIN WITH KMOX
KMOX THE PEOPLES CHOICE
AMERICA WANTS KMOX
ELECT KMOX
KMOX



With all counties heard from it's KMOX by 6 to 1

Complete returns from the new 1948 CBS-KMOX Listener Diary show that 50,000-watt KMOX has won another landslide victory in mid-America... is the 6 to 1 favorite of listeners throughout KMOX's 70-county 50-100% Penetration Area.

With balloting conducted by Benson & Benson, Inc., this comprehensive and impartial measurement of listening habits records the '48 vote as follows...

DAYTIME... *(6:00 a.m. to 6:00 p.m.) KMOX has the biggest audience during 83% of the 336 daytime quarter-hours—more than ten times as many "first place" programs as any other St. Louis station!*

NIGHTTIME... *(6:00 p.m. to Midnight) KMOX has more listeners than any other St. Louis station during 68% of the 168 nighttime quarter-hours—nearly two and a half times as many "firsts" as any other "candidate."*

DURING THE ENTIRE WEEK... *KMOX is out in front during 395 of the 504 quarter-hours... the 4 to 1 favorite over the entire field and the 6 to 1 favorite over any other St. Louis station!*

Again, in '48, KMOX—"The Voice of St. Louis"—is the people's choice in mid-America. To make your product a successful candidate in KMOX's two billion dollar market, get on the bandwagon—call us or Radio Sales.

KMOX "THE VOICE OF ST. LOUIS" · CBS

Represented by RADIO SALES... Radio Stations Representative, CBS

NAB COMMITTEES

Few Changes Are Made

NEW committees of the NAB, to serve during 1948-49, were announced last week by NAB President Justin Miller.

Membership of the new committees varies little from the membership of committees appointed late last year, NAB headquarters taking note of the fact that the switch from fall to spring conventions had given those serving on committees only brief terms.

Following custom, committee members were appointed to attain best distribution by station size, geographical location and network status.

Cott Chairman

The new Non-Affiliates Committee setup has not been completed, it was stated at NAB headquarters. Ted Cott, WNEW New York, who spearheaded non-affiliate participation in writing of the NAB Standards of Practice, will be chairman of the committee, it was explained. Mr. Cott had urged that non-affiliates be represented on the NAB board, but this project did not materialize.

Membership of the committees follows:

ADVISORY COMMITTEE ON INTERNATIONAL AFFAIRS—John J. Gillin Jr., WOW Omaha, chairman; Campbell Arnoux, WTAR Norfolk, Va.; T. A. M. Craven, WOL Washington; Paul W. Morency, WTIC Hartford; Clyde Rembert, KRLD Dallas; Gilmore Nunn, WLAP Lexington, Ky.

EDUCATIONAL STANDARDS COMMITTEE—Ralph W. Hardy, KSL Salt Lake City, chairman; Dr. Willis F. Dunbar, WKZO Kalamazoo, Mich.; Armand Hunter, WFIL Philadelphia; Hazel Kenyon Markel, WTOP Washington; F. C. Sowell, WLAC Nashville; Judith C. Waller, NBC, Chicago.

EMPLOYE - EMPLOYER RELATIONS EXECUTIVE COMMITTEE—Leslie C. Johnson, WHBF Rock Island, Ill., chairman; John Elmer, WCBM Baltimore; Charles C. Crutchfield, WBT Charlotte; Thad Holt, WAPI Birmingham; O. L. Taylor, KGNC Amarillo, Tex.; C. L. Thomas, KXOK St. Louis; Linus Travers, WNAC Boston; William Pabst, KFRC San Francisco. Board Liaison—Calvin J. Smith, KFAC Los Angeles; Henry P. Johnston, WSGN Birmingham. Network Advisory—Joseph McDonald, ABC; Howard L. Hausman, CBS; Robert D. Swezey, MBS; Ernest de la Ossa, NBC.

ENGINEERING EXECUTIVE COMMITTEE—A. James Ebel, WMBD Peoria, Ill., chairman; O. W. Towner, WHAS Louisville; E. K. Jett, WMAR Baltimore; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; J. R. Poppele, WOR New York; K. W. Pyle, KFBI Wichita; John H. DeWitt, WSM Nashville. Board Liaison—T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C. Network Advisory—William B. Lodge, CBS; Frank Marx, ABC; Earl Johnson, MBS; O. B. Hanson, NBC. Non-Voting Associate Members—George Adair, consultant, Washington; Paul deMars, Raymond M. Wilmotte Inc., Washington; Dixie McKey, Dixie B. McKey & Associates, Washington.

FM EXECUTIVE COMMITTEE—Leonard Asch, WBCA Schenectady, N. Y., chairman; Matthew H. Bonebrake, KOCY-FM Oklahoma City; Martin Leich, WMLL Evansville, Ind.; Cecil D. Mastin, WNBF-FM Binghamton, N. Y.; Lester H. Nafzger, WELD Columbus; Ernest L. Spencer, KVOE Santa Ana, Calif.; Edward A. Wheeler, WEAW Evanston, Ill. Board Liaison—Willard D. Egolf, WBCC-FM Bethesda, Md.; Everett Dillard, KOZY Kansas City.

FREEDOM OF RADIO COMMITTEE—Rex G. Howell, KFXJ Grand Junction, Col., chairman; John E. Fetzer, WKZO Kalamazoo, Mich.; Clyde Coombs, KARM Fresno, Calif.; Harold Hough, WBAP Fort Worth; Leonard Kapner, WCAE Pittsburgh; Harry Stone, WSM Nashville; Leslie W. Joy, WDAS Philadelphia.

MUSIC ADVISORY COMMITTEE—Theodore C. Streibert, WOR New York, chairman; Julius F. Brauner, CBS; Walter Haase, WDRC Hartford; D. E. Jayne, WELL Battle Creek, Mich.; Henry Ladner, NBC; R. J. Laubengayer, KSAL Salinas, Kans.; Joseph A. McDonald, ABC; Elliott Sanger, WQXR New York; John Shepard 3d, WNAC Boston; Ed Yocum, KGHL Billings, Mont. Board Liaison—Campbell Arnoux, WTAR Norfolk; H. W. Slavick, WMC Memphis.

LEGISLATIVE COMMITTEE — J. Harold Ryan, WSPD Toledo, chairman; Joseph M. Burwell, WMBS Uniontown, Pa.; William B. Dolph, WMT Cedar Rapids, Ia.; Don S. Elias, WWNC Asheville, N. C.; Wilt Gunzendorfer, KROW Oakland; E. K. Hartenbower, KCMO Kansas City; Paul Miller, Gannett Newspapers, Rochester. Board Liaison—Harry Bannister, WWJ Detroit; Clair R. McCollough, WGAL Lancaster, Pa. Network Advisory—Joseph McDonald, ABC; Joseph H. Ream, CBS; Frank M. Russell, NBC; Robert D. Swezey, MBS.

NAB COMMITTEE of NAB-RMA JOINT LIAISON COMMITTEE—T. A. M. Craven, WOL Washington; Everett Dillard, KOZY Kansas City; William Fay, WHAM Rochester; James D. Shouse, WLW Cincinnati; George B. Storer, WJBK Detroit.

PROGRAM EXECUTIVE COMMITTEE—John S. Hayes, WINX Washington, chairman; Edgar L. Bill, WMBD Peoria, Ill.; Walter J. Brown, WORD Spartanburg, S. C.; Harry C. Butcher, KIST Santa Barbara, Calif.; Arthur B. Church, KMBC Kansas City; Ted Cott, WNEW New York; Charles Worcester, WMT Cedar Rapids, Ia.; E. R. Vadeboncoeur, WSYR Syracuse. Board Liaison—Robert Enoch, KTOK Oklahoma City; Harold Fellows, WEEI Boston. Network Advisory—Charles C. Barry, ABC; Hendrik Booraem, MBS; Ken Dyke, NBC; William Fineshriber, CBS.

NEWS SUBCOMMITTEE—E. R. Vadeboncoeur, WSYR Syracuse, chairman; Wilton Cobb, WMAZ Macon, Ga.; James L. Howe, WCTC New Brunswick, N. J.

AGRICULTURAL BROADCASTING SUBCOMMITTEE — Charles Worcester, WMT Cedar Rapids, Ia., chairman; Layne Beaty, WBAP Fort Worth; Herb Plambeck, WHO Des Moines.

PUBLIC RELATIONS EXECUTIVE COMMITTEE—Frank King, WMBR Jacksonville, Fla., chairman; Hugh A. L. Halff, WOAI San Antonio; Herbert Hollister, KBOL Boulder, Col.; Harry Maizlish, KFWB Los Angeles; Walter Wagstaff, KIDO Boise, Ida.; James W. Woodruff Jr., WRBL Columbus, Ga.; one vacancy. Board Liaison—Michael Hanna, WHCU Ithaca, N. Y.; William B. Quarton, WMT Cedar Rapids, Ia. Network Advisory—George Crandall, CBS; William S. Hedges, NBC; Robert Saudek, ABC; A. A. Schechter, MBS.

RESEARCH COMMITTEE — Dietrich Dirks, KTRI Sioux City, Ia., chairman; Harry Burke, KFAB Omaha; Martin Campbell, WFAA Dallas; J. Archie Morton, KJR Seattle; Robert Mason, WMRN Marion; William E. Ware, KSWI Council Bluffs, Ia.; Earl W. Winger, WDOD Chattanooga, Tenn. Board Liaison—Charles C. Caley, WMBD Peoria, Ill.; George Coleman, WGBI Scranton, Pa. Network Advisory—H. M. Beville, NBC; Edward Evans, ABC; E. H. P. James, MBS; Oscar Katz, CBS.

SALES MANAGERS EXECUTIVE COMMITTEE—Eugene S. Thomas, WOR New York, chairman; Ray Baker, KOMO Seattle; Gordon R. Gray, WIP Philadelphia; J. Robert Gulick, WGAL Lancaster, Pa.; John W. Kennedy Jr., WHAM Rochester; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Frank E. Pellegrin, KSTL St. Louis; Odin S. Ramsland, KDAL Duluth. Board Liaison—Clyde W. Rembert, KRLD Dallas; Harry R. Spence, KXRO Aberdeen, Wash. Associate Member Advisors (non-voting)—Joseph H. McGillvra, Joseph H. McGillvra Inc.; Hanque Ringgold, Edward Petry & Co.; George Brett, The Katz Agency.

SMALL MARKET STATIONS EXECUTIVE COMMITTEE—Simon Goldman, WJTN Jamestown, N. Y., chairman; C. O. Chatterton, KWLK Longview, Wash.; Wayne W. Cribb, KHMO Hannibal, Mo.; William C. Grove, KFBC Cheyenne, Wyo.; DeWitt Landis, KFYO Lubbock, Tex.; Lee Little, KTUC Tucson, Ariz.; Edwin Mullinax, WLAG LaGrange, Ga. Board Liaison—John Meagher, KYSM Mankato, Minn.; William B. Smullin, KIEM Eureka, Calif.

Egg in Their Beer!

CHEESE MARKET in Philadelphia suddenly became very tight during the three national conventions, all because of the appetites of visiting radio and newsmen and the generosity of the Pennsylvania Railroad. The Pennsy provided a lounge on the second floor of Convention Hall where newsgatherers could go for a snack, drink and relaxation. It was authoritatively learned that the three conventions cost the railroad about $40,000. The beer bill alone was over $8,000 for the Democratic and Republican Conventions. So much cheese was consumed by the media men that the hotels in Philadelphia found it to be a scarce commodity. Affair was catered by Holland's, a Philadelphia firm.

Phonevision Soon, Says Zenith, IBT

Introduction of TV-Phonevision Receivers Expected by Fall

ILLINOIS BELL Telephone Co. has the accounting and billing setups to take care of phonevision fees, an official of the company said last week.

"The same thing is done every day with ship-to-shore telephone, long distance calls and even with telegrams," he said.

The IBT executive said his company has many suggestions every year about ways to increase revenue "but they always boil down to tying up lines which are badly needed for regular service."

'Chance for Added Revenue'

"Phonevision gives us a chance for added revenue by finding a new use of existing facilities without interrupting their normal service," he said.

In Chicago recently, Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., originator of phonevision, said he expects to introduce next fall combination receivers capable of receiving both television and phonevision. The television set of the future will be a dual purpose receiver, he predicted, which can receive conventional television and also be connected to the telephone line for entertainment by phonevision.

"It will be comparable to today's radio - phonograph combination, which receives radio broadcasts free and plays records for which you pay," he observed. "Standard television transmitters can be modified, at little expense, to broadcast both conventional TV and phonevision."

FORT SMITH
222 MILES TO OKLAHOMA CITY
160 MILES TO JOPLIN
144 MILES TO TULSA
295 MILES TO MEMPHIS
273 MILES TO SHREVEPORT
160 MILES TO LITTLE ROCK
Fort Smith
Southwest American
FORT SMITH TIMES RECORD
Southwest Times Record
ABC

KFSA delivers a market that can't be covered from *Outside Ft. Smith!*

FORT SMITH, the number 2 market in Arkansas . . . the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 millions of dollars per year . . . retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market . . . it's all yours through KFSA . . . Fort Smith.

KFSA 950

FORT SMITH ARKANSAS

AMERICAN BROADCASTING COMPANY AFFILIATE

KFSA/fm—107.7 Megacycles, Channel 299

REPRESENTED NATIONALLY BY

TAYLOR • HOWE • SNOWDEN *Radio Sales,* INC.

BIG!

JOHNSON MECHANICS 4-H CLUB
JOHNSON
KFAB

The BIGGEST four-leaf clover in the world symbolizes 4-H Clubs. In step with Nebraska's progressive 4-H program is the BIG radio station KFAB and KFAB's Farm Service Director, Bill Macdonald, who covers events from county poultry shows to the BIGGEST 4-H Baby Beef Exposition in the world held annually at Omaha's Ak-Sar-Ben. And each year KFAB sponsors a public speaking contest for 4-H members. To make sure of BIG results in, this BIG area and BIG market, use the BIG radio station, KFAB.

50,000 WATTS

KFAB

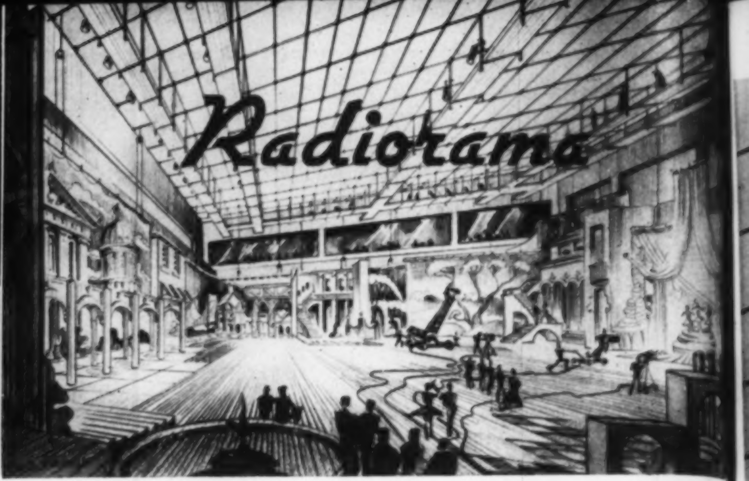
Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

FOR COOPERATION of Huntington, W. Va., stations during Independence Week, Junior Chamber of Commerce presents them certificates. Participants are (l to r): Omer Baker, William Adkins, Jaycees; Truman Morris, Jaycee president; Jay Caldwell, WPLH; Robert Spencer, Jaycee; Marshall Rosene, WSAX; Mike Laman, WHTN.



ABC'S HALF ACRE of studio for TV activities, as it is conceived by an artist. A a cost of $1,000,000, the new "world's largest" Television Center will be locat off Central Park West, between 66th and 67th Streets. Operation will begin i August [BROADCASTING, July 19].

"WADDY WEEK" in Amarillo brings out the Western garb of KAMQ personnel (l to r) Jack Petrie, commercial manager; J. L. Adams, salesman; Ray Whitworth, program director; W. J. Dickerson, manager.

FOUR LEAF clovers by the dozens cam in after Program Manager Ben Hubl (l) of WMNB North Adams, Mass., offered a record for each. Technici Bill Dailey (center) and Manager Gordon Keyworth wrap packages.

GOING ALL OUT for station relations, WTOL Toledo announcers Carl Emslie (l) and Don Miller spent opening day of Douglas Shoe store waiting on customers—and trying on a few. Douglas, of course, is a WTOL sponsor.

ROCHESTER'S "Royals" basketball team gets okay on 1948-49 broadcasts of games on WHAM from Morrey Silver (seated), owner of Columbia Music store, sponsor. Also present (l to r): Les Harrison, manager of Royals; John Kennedy Jr., WHAM; Wilbur O'Brien, O'Brien Adv. Agency; Bob Turner, WHAM; Truman Brizee, WHAM.

ONE HOUR's notice was all WENE Endicott, N. Y., had to broadcast the address of Gen. Dwight D. Eisenhower July 14 at IBM plant in Endicott. After a mad dash, WENE made the deadline and got an exclusive.

SOUTHERN hospitality welcomes FM in Cincinnati area busses. Imbibing of "hospitality" are (l to r): William O'Neil, president of WJW Cleveland; Guy C. Hecker, American Transit Assn.; Harry Reid, ATA president; P. G. Vondersmith, president, The Green Line; Richard Crisler, Transit Radio Inc.; Hulbert Taft Jr., Transit Radio president and head of WCTS (FM) and WKRC Cincinnati.

in busses.
Inaugurated by...
WCTS Salutes...
these FIRST advertisers
Cincinnati Newport and
...ton Railway
E GREEN L
RADIO/ MUSIC-NEWS

THIS is what Arthur Godfrey (r) gets for fluffing the name of a CBS outlet during his Chesterfield program on CBS. To right the wrong, he flew his plane to Troy, the home of WTRY, station he should have named. He was met by some of WTRY staff headed by Promotion Manager Jim Baker (center).

COMICS ON PARADE . . . mimic Danny Webb reads The New York News funnies . . . every day.

TROTTING RACES . . . harness racing at Roosevelt Raceway, exclusive with WPIX . . . twice weekly.

ALEXANDER KORDA FILMS . . . twenty-four full length features with international stars . . . [illegible]

Program notes

(for TV prospectors!)

With twenty-four regularly scheduled shows . . . a wide range of remote pickups and studio productions that includes entertainment for children, sports events, practical help for the homemaker . . . complete and comprehensive coverage of the news, on-spot reporting of special events . . . movies, drama, comedy . . . WPIX offers a variety of vehicles for any alert advertiser interested in TV—a new major market . . . big enough for attention now and growing so fast it rates attention from now on!

For full facts on production costs and time rates of currently available programs . . . write or phone, WPIX . . . 220 E. 42nd St., New York City . . . or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N.Y.C.

WPIX

NEW YORK CITY • CHANNEL 11

FM Channel Reallocation Adds One at Pittsburgh

FCC has reallocated FM Channel 273 from Washington, Pa., to Pittsburgh, effective Aug. 19, and announced this channel will be considered available for assignment in the pending Pittsburgh FM case (two applicants, one channel) unless another Pittsburgh applicant applies for it before Sept. 20.

WSAP Portsmouth, Va., meanwhile was granted modification of FM permit for Class B operation, Channel 259 (99.7 mc), 100 kw effective radiated power, 350-foot antenna height. The *Globe-Democrat's* authorized KWGD (FM) St. Louis was given an extension of completion date to Dec. 31, on condition it commence operation by that time.

WPIX New York was scheduled to televise on July 22 at 8 p.m., the benefit baseball game at the Polo Grounds between the Flat Tires (leg amputees) and Broken Wings (arm amputees).

FM DUOPOLY

Proposed Decision Given In Steinman Case

ACTING on one of its first FM duopoly hearings, FCC proposed last week to grant the Steinman interests' application for a Class B FM station for their WKBO Harrisburg, Pa., but to deny the FM applications of their WORK York and WRAW Reading.

The Steinmans—J. Hale and John F., with their families—also own WDEL Wilmington, Del., WGAL Lancaster, and WEST Easton, which already have FM grants.

FCC's proposal ruled out the WORK application on grounds that York and a "substantial" part of its trade area (one-third of the population of the proposed WORK-FM service area) are served by the Lancaster station. Similarly, the WRAW application was regarded as undesirable because the authorized Lancaster station serves an area "closely adjacent" to Reading, while the proposed Reading station would serve sections close to Lancaster and would also serve areas already receiving service from the Steinmans' WEST-FM and WDEL-FM.

Of the duplication resulting from a grant to WKBO, the Commission said:

> **. . . The overlap [of WKBO-FM] with the authorized Lancaster service area would involve a population of 157,140, representing 30.5% of the population within the service area of the Harrisburg station and 29.5% of the population within the service area of the Lancaster station. The overlap which will result within the service area of the Lancaster station due to the Harrisburg and Wilmington operations would involve 223,873 persons, representing 42% of the population within the service area of the Lancaster station.**
>
> **. . . The closest point of contact of the Wilmington and Harrisburg 1-millivolt contours is at points approximately 24 miles apart. Furthermore, neither the Harrisburg nor the Lancaster station will include each other within their respective 1-millivolt contours.**

FCC concluded that a grant of the Harrisburg application would be desirable because (1) "the extent of overlap involved as between the proposed Harrisburg and the authorized Lancaster station is of the magnitude that the Commission has authorized in similar cases"; (2) "it does not appear from this record that any unfair competitive advantage will accrue to the Steinman interests by virtue of the addition of the Harrisburg operation"; (3) "there is no showing that the public interest would be adversely affected by reason of the simultaneous operation of the proposed Harrisburg and the three presently authorized FM stations."

Followed Report

FCC's proposed decision followed closely the report and recommendations of the hearing examiner, James D. Cunningham, which were released simultaneously with the Commission's proposal.

Both the Commission's and the examiner's reports pointed out that FCC has considered the whole question of duopoly in a general hearing and decided to pass upon each case on its own merits, with attention to the following factors [BROADCASTING, April 14, 1947]:

> **1. Extent of overlap of service areas;**
>
> **2. Degree of common ownership, operation and control;**
>
> **3. Other factors including "location of centers of population, distribution of population, other competitive service to the overlap areas and populations, location of trade areas, metropolitan districts and political boundaries, areas and populations to which services of stations are directed (as indicated by commercial business of stations, news broadcasts, source of program talent, nature of programs, coverage claims and listening audiences), and location of main and secondary studios.**

The assignment proposed for WKBO-FM is Channel 255 (98.9 mc) with 4.4 kw effective radiated power and antenna height of 870 feet above average terrain.

WABD Remodels Studios And Is Adding Equipment

STUDIOS of WABD New York, key outlet of the DuMont Television Network, are being remodeled and re-equipped at a cost of more than $125,000, according to Leonard Hole, general manager of the station. Modernization is in line with station's increased activity resulting from recently acquired accounts.

A new dual iconoscope film pickup chain, costing approximately $30,000, has arrived and will be in operation soon. In addition, a new hydraulic dolly, rising eight feet above floor level and enabling camera pickups of dramatic shots otherwise impossible, will be installed. Sal Patremio, WABD chief engineer, is in charge of installation.

WABD also reports that its four new image orthicon cameras are producing clearer, sharper pictures than the old iconoscopes with 25% less light, and that much of the excessive heat has been eliminated.

WSIX closes the deal

When a man needs a loan WSIX helps him remember the advantages of dealing with long-established building and loan companies. And the borrower already feels at ease; is almost sold when he comes in to talk over needs and terms. After using a strip of quarter-hour shows for over six years continuously, one outstanding firm is sure that it takes WSIX to close the deal. Whether it is a 5c candy bar or an automobile, let WSIX help close your deals in Nashville's 51-county retail trade area.

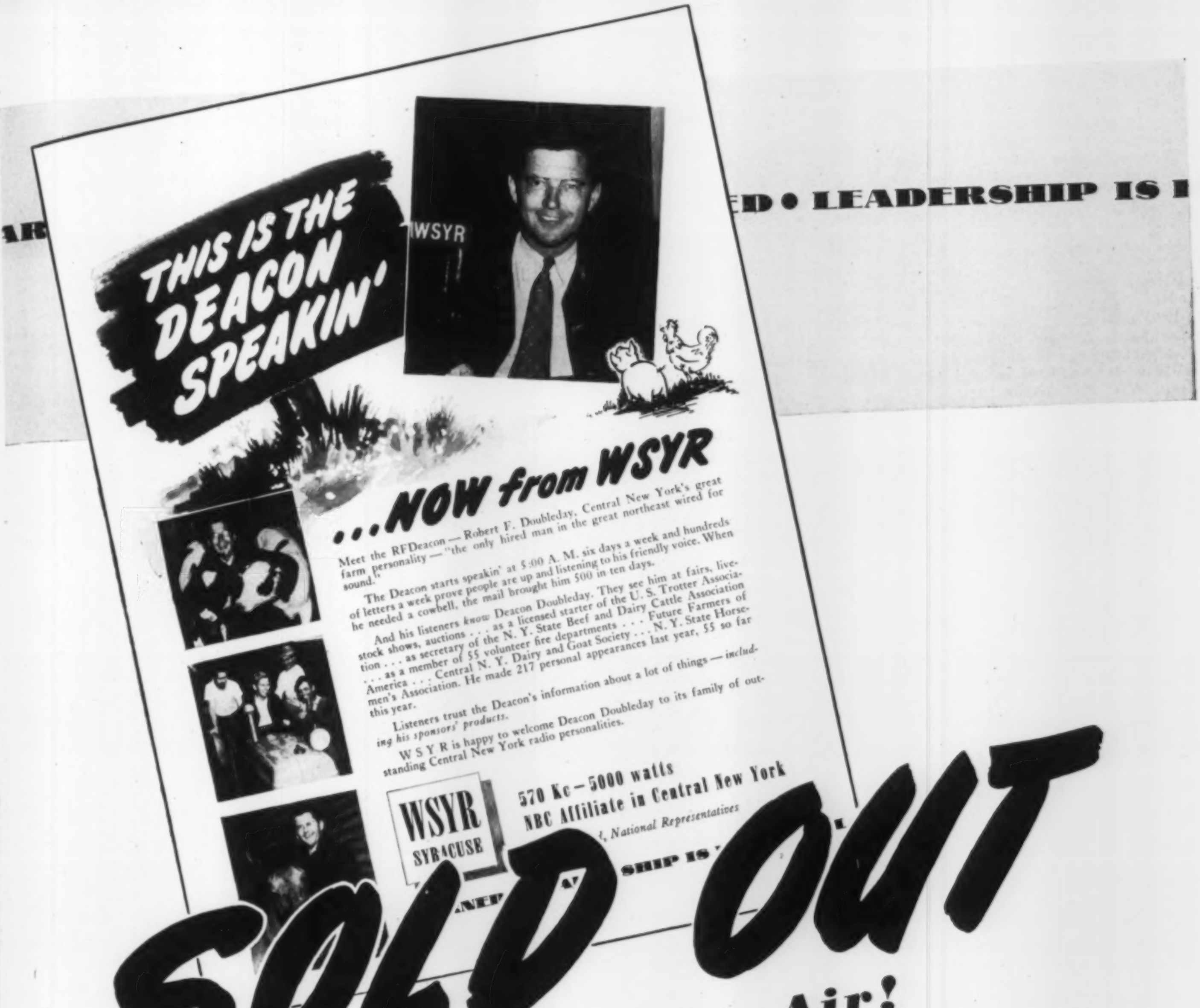
ABC AFFILIATE
5000 WATTS 980 KC

AND WSIX-FM
71,000 W. 97.5 MC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy!


ED • LEADERSHIP IS E
AR
THIS IS THE DEACON SPEAKIN'
WSYR

. . . NOW from WSYR

Meet the RFDeacon — Robert F. Doubleday, Central New York's great farm personality — "the only hired man in the great northeast wired for sound."

The Deacon starts speakin' at 5:00 A. M. six days a week and hundreds of letters a week prove people are up and listening to his friendly voice. When he needed a cowbell, the mail brought him 500 in ten days.

And his listeners *know* Deacon Doubleday. They see him at fairs, livestock shows, auctions . . . as a licensed starter of the U. S. Trotter Association . . . as secretary of the N. Y. State Beef and Dairy Cattle Association . . . as a member of 55 volunteer fire departments . . . Future Farmers of America . . . Central N. Y. Dairy and Goat Society . . . N. Y. State Horsemen's Association. He made 217 personal appearances last year, 55 so far this year.

Listeners trust the Deacon's information about a lot of things — *including his sponsors' products.*

W S Y R is happy to welcome Deacon Doubleday to its family of outstanding Central New York radio personalities.

WSYR
SYRACUSE

570 Kc — 5000 watts
NBC Affiliate in Central New York
d, National Representatives

SOLD OUT

The First Day on the Air!

Robert F. Doubleday's two hour RFDeacon show was sold out to 21 participating sponsors the first day on the air over WSYR . . . June 28. Twenty-one participating sponsors know that when the Deacon starts speakin' at 5:00 A. M. six days a week, sales of the products he advertises go up.

Here's another of WSYR's success stories. Radio programs tailored to the rich Central New York market combined with broad coverage adds up to more sales. Another proof that WSYR's leadership is earned.

WSYR
SYRACUSE

570 kc — 5000 watts — NBC Affiliate in Central New York
Headley-Reed, National Representatives

RSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERS

NAB VACANCY

Several Discussed For Post

NAMES of possible appointees to the directorship of the NAB Dept. of Broadcast Advertising were discussed Monday at a special meeting of the newly appointed Sales Managers Executive Committee, of which Eugene S. Thomas, WOR New York, is chairman.

A dozen names were mentioned during the meeting, which had been called by NAB President Justin Miller, but no definite action was taken. The post has been vacant since last February when Frank E. Pellegrin resigned to direct operation of the new KSTL St. Louis.

Progress of the campaign to raise funds for the All Industry Presentation film promotion project was reviewed by Gordon R. Gray, WIP Philadelphia, and Mr. Thomas. It is understood some 250 pledges have been received from stations. Hugh M. P. Higgins, NAB assistant director of broadcast advertising, will present the project to stations during the district meeting series starting today (July 26).

The committee approved Mr. Higgins' presentation after hearing a recording of his talk.

Advisory and associate members of the committee did not take part in the session. Regular members attending, besides Messrs. Thomas and Gray, were J. Robert Gulick, WGAL Lancaster, Pa.; John W. Kennedy Jr., WHAM Rochester; Joseph B. Matthews, WIRK West Palm Beach, Fla. Absent were Ray Baker, KOMO Seattle; Odin S. Ramsland, KDAL Duluth, and Mr. Pellegrin. A. D. Willard Jr., NAB executive vice president, and other staff members participated.

ADVERTISING problems facing broadcasters were probed at a meeting of the NAB Sales Managers Executive Committee, held Monday in Washington. Taking par were (l to r): John W. Kennedy Jr., WHAM Rochester; J. Robert Gulick, WGAL Lancaster, Pa.; Eugene S. Thomas, WOR New York, chairman; C. E. Arney Jr., NAB secretary-treasurer; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Gordon R. Gray, WIP Philadelphia.

+32.6%

During the first six months of 1948, the gross revenue of KMAC-KISS was 32.6% ahead of any previous year! That is what KMAC-KISS are doing with the Mutual Network in San Antonio, the 27th market of the nation.

The new 5000-watt KMAC, at 630 on the dial, with unlimited time, will reach 1,250,000 listeners.

Let Pearson tell you what we can do for you.

MBS
and
TSN

KMAC-KISS
San Antonio's Mutual Stations

HOWARD W. DAVIS
OWNER

Nationally represented by
JOHN E. PEARSON COMPANY

WLEU-FM Opened

WLEU-FM Erie, Pa., started full time program service on July 19. The new station is owned by the WLEU Broadcasting Corp. and operates on Channel 250, 97.9 mc. with 3 kw. WLEU was established in 1933 and is a 250-w ABC MBS station on 1450 kc.

Management

JOHN C. TIEDEMAN, assistant NBC budget officer, has been named budget officer, effective Sept. 1, replacing **ROBERT MYERS**, who has been promoted to administrative assistant to the director of NBC television operations.

GUY B. FARNSWORTH, former manager of WSRK Shelbyville, Ind., has been appointed manager of KIMV Hutchinson, Kan. He had managed WSRK since it began operation. Previously he had been commercial manager of WATG Ashland, Ohio.

Mr. Farnsworth

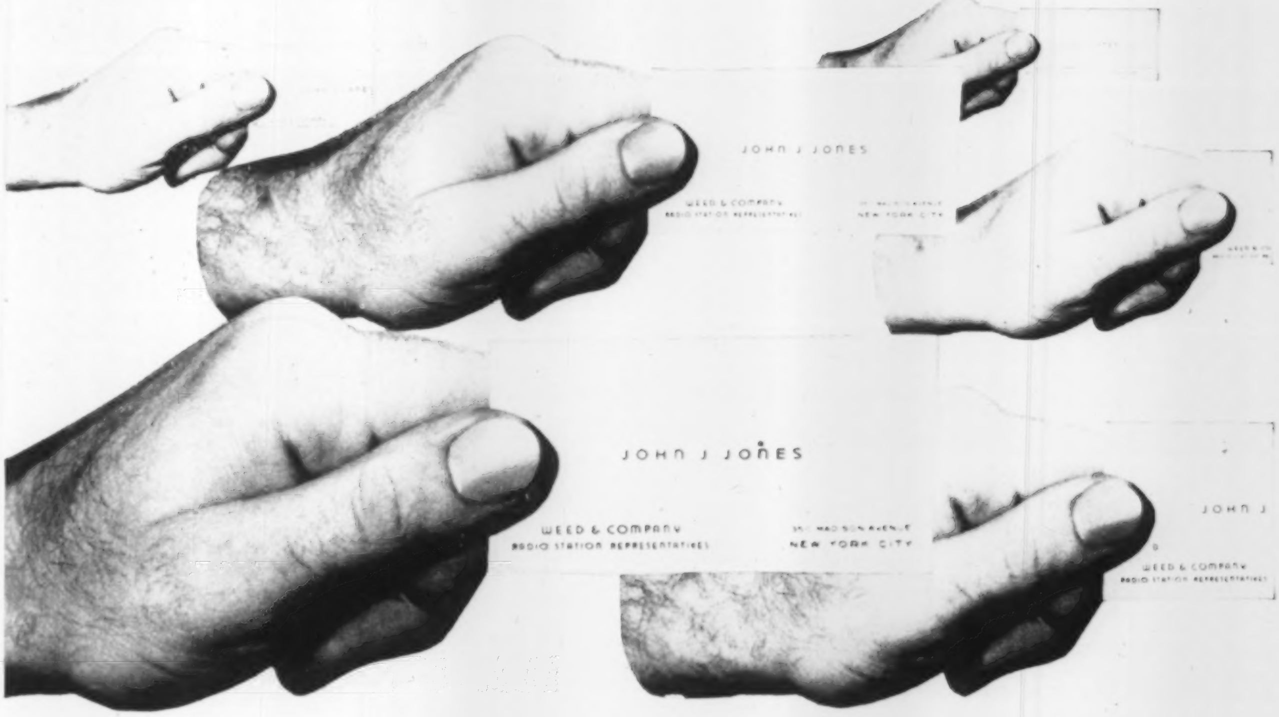
T. FRANK SMITH, general manager of KRIS Corpus Christi and KBAL Brownwood, Tex., will be host July 30 to management representatives of Texas Quality Network stations meeting in Corpus Christi to review fall prospects and schedules. Planning to attend are: **MARTIN B. CAMPBELL**, general manager, WFAA Dallas, and **WILLIAM C. ELLIS**, WFAA facilities engineer; **JACK HARRIS**, general manager, KPRC Houston, and **JACK McGREW**, KPRC commercial manager; **HUGH A. HALFF**, president, and **JACK KEASLER**, commercial manager, WOAI San Antonio.

CARL M. EVERSON, general manager of WHKC Columbus, Ohio, was subject of recent article with sketches of his life and career in radio business in "Men in Business" column of "Columbus Dispatch."

WILLIAM D. WAGNER, secretary of Central and Tri-City Broadcasting companies, operating WHO Des Moines, and WOC Davenport, has been elected director of National Assn. of Cost Accountants.

TOM FRANKLIN, general program manager of KYA San Francisco, and his wife Ruth, former women's editor of KLX Oakland, are the parents of a girl.

HAROLD B. MORRILL, general manager of WLAW Lawrence, Mass., has received certificate of appreciation for station's outstanding service to Crusade for Children, American Overseas Aid, and United Nations Appeal for Children.



There's a lot more to it than this...

In business there's a lot more to that calling card than formal presentation of a name. It means someone no farther away than your receptionist is *here . . . right now* . . . to see you personally.

And if the card carries the name of a Weed and Company representative, it means even more. It tells you:

1. that the product represented is Spot Radio — one of the most profitable and most flexible of all forms of advertising.
2. that the salesman of that product has taken the trouble to learn about *your* business before coming to talk about his own.
3. that — like all Weed and Company men — he has over 250 years of combined experience behind him . . . with all it implies in terms of practical skill in an enormously complex medium where skill is at its highest premium . . . and . . .
4. that this skill was produced by two basic factors: extensive *knowledge* and plain *hard work*. They *always* pay off . . . in *any* business. They are indispensable in Spot Radio. They are, in short, the two major reasons why Weed and Company service has proved so valuable to so many successful advertisers.

Weed
and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

IN BAL

WBAL and

OFFERS

The Greatest Shows
in Radio
are on WBAL

WBAL 50,000 Watts • NBC Affiliate
2610 N. Charles St., Baltimore 18, Md.
Represented by Edward Petry & Co., Inc.

LTIMORE

only WBAL

BOTH!

The Greatest Shows
in Television
are on WBAL-TV

WBAL-TV • Channel 11 • NBC Affiliate
32,600 Watts (Effective Radiated Power)
2610 N. Charles St., Baltimore 18, Md.

Editorial

Courting Contempt

A BLOW at the vitals of American freedom has been struck by a city court in—of all places—the Free State of Maryland.

That proud boast of freedom, supported by a heritage spawned in the minds and hearts of the writers of the Constitution, must have shrunk to a whisper last week as two City of Baltimore judges called on the carpet five radio stations and a newsman for their broadcasts of news about a confessed murderer.

What had they broadcast? Such news as statements of the Washington, D. C. Commissioner of Police, who fortunately is outside the jurisdiction of the court and apparently safe from harm if he avoids the municipal premises.

Maryland courts are noted for their overzealous use of the contempt powers, which are conceived as a means of protecting rights of citizens. The Baltimore tribunal seems to have lost sight of the fact that the key element in assuring independence to the courts is a free radio and press. Without a free radio and press there can be no freedom in the courts.

In picking the present incident as a chance to throw its weight around, the Baltimore court may wonder, by the time the incident becomes recorded history, just who's in contempt of whom.

Retail Radio Wholesale

THE persistent upward trend in the volume of air time used by retailers, historically white-space-minded, has brightened the business spectrum for those who have been fretting about the growing number of stations searching for new advertising dollars.

Within the last three years broadcast executives have been watching the gradual weaning of store advertising directors from their long diet of black-and-white media. Starting with its then-daring Joskes of Texas clinical test of radio, Allied Stores Corp. has given impetus to this trend by pioneering and refining new techniques in retail advertising.

Now Walt Dennis, once a broadcaster and now Allied's radio-television director, divulges the latest in retail radio—a system of checking results from use of air time [BROADCASTING, July 19].

Anxious to know what it is getting for its advertising dollars, Allied has come up with a method of diagnosing the state of its promotion program from week to week, and year to year.

A simple chart tells the story as accurately as any retail sales story can be told. After all, an important segment of a store's sales comes from traffic through its aisles, and this traffic is attracted not only by advertising but by many other factors.

Does radio pay? Where comparative results on an item are studied for preceding and following weeks, Mr. Dennis says: "In most every case I know of where this has been done the week in which the advertising was run has produced larger volume."

Allied has found that radio pays, and it is showing the way to other retailers. What Allied has learned, others will learn when they take advantage of the power of the spoken sales word, as graphically demonstrated in the NAB "Operation Traffic Flow" roundup of prize-winning retail broadcasts [BROADCASTING, July 12].

Scotch-Taped Letter

THIS journal is in the middle of an international incident. As you'll read elsewhere in this issue, BROADCASTING and Argentine Dictator Peron don't get along.

This seething incident stems from our effort to cover, in the customary American way, the Inter-American Broadcasting Assn. conference in Buenos Aires. Herbert M. Clark, a top-flight newsman who had distinguished himself as a radio correspondent during World War II, had our assignment. He reported objectively and dispassionately the proceedings of IABA, including the rebuke handed the Peron Government for making a mockery of freedom of the air.

Of course, President Peron and his information ministry used the well-known lines about complete freedom reigning in Argentina, branding as mirage and invention the talk of censorship.

We are accustomed to a certain degree of finesse in international diplomacy. But not with Peron. From first-hand experience we can now give you a living, breathing, unvarnished account of invasion of privacy, distortion and chicanery. Here's the ditty:

On July 11, Mr. Clark airmailed his windup story on the sessions, along with a covering letter to BROADCASTING's editor. But instead of winging its way to Washington, the contents, by what the Argentina Information Office called "a providential circumstance," landed on the front page of *Democracia*, a Peron-controlled newspaper, under a banner head, and embellished with an editorial charging dire things. Mr. Clark was called names along with us. The Government radio and press thereafter picked up the crusade quoting both the letter to the editor and the dispatch.

The July 11 letter reached our Washington headquarters on Monday, July 19. It had been re-sealed with scotch tape. There was no notation that it had been opened or censored. The first we heard of it was from the Associated Press, which notified us of the publication of the private correspondence on page one of *Democracia*.

The *New York Times* of last Wednesday, in a special dispatch from Buenos Aires reported the incident. It described the "technique as one used often enough to form a definite pattern that foreign correspondents have learned to expect: When embarrassing internal trouble arises, or when Argentina is criticized or bypassed in any way, the regime seems always to have foreigners handy upon whom the blame can be placed and against whom popular resentment can be directed."

The propaganda office, formally called the "Under-Secretariat of Information," with light-hearted abandon, granted that the publication of a "private letter" might have a disagreeable effect in the United States, but insisted that it had fallen into the hands of the newspaper "through private channels."

Not even the bound and gagged citizens of Argentina would fall for such poppycock. For it is evident that not only radio and the press are under the Peron dictatorial thumb, but that even personal mail is not excluded.

All credit to IABA for its courage in condemning the Peron Government. Cuba's Goar Mestre and our Gilmore Nunn, official NAB delegate, spearheaded this effort, which took fortitude indeed, for the action was taken in Peron's own capital city.

It is abundantly clear now that the fight for radio freedom extends beyond our immediate borders. The IABA deserves the kind of tangible support and moral backing that will make it the Pan American Union of radio.

Our Respects To—

CHARLES HARRISON TOPMILLER

WHILE other boys his age gleefully projected themselves into fantasy roles of intrepid gangbusters, cowboy heroes, daring pilots and even United States President, Charles H. Topmiller was preoccupied drawing realistic, but equally ambitious, plans for his future in radio.

Mr. Topmiller, now manager of WCKY, Cincinnati independent, is one of those comparatively rare individuals who did not drift into radio on a stream of unexpected events or graduate to it by sheer accident from some other profession or pursuit. His footsteps were deliberately pointed in the direction of radio.

His hometown playmates in Bowling Green, Ky., rotated their ambitions with the frequency and rapidity of a feminine change of mind. But not Charles Harrison Topmiller. He clung steadfastly to one—and only one—vision. Since the nearest radio station was then a two-day muleback ride from his elementary school, this was considered by his elders as representative of stout determination and remarkable adolescent foresight.

Close friends of Mr. Topmiller facetiously recall that he teethed on insulators and played with coils, resistors, switches and a conglomeration of other electrical paraphernalia in preference to the conventional alphabetical blocks. His youthful enthusiasm for the then relatively new field stemmed in large part from the inspiration afforded by his father, a stationary engineer.

Planting healthy roots in the field, Mr. Topmiller received his professional baptism as a technician, working with Tropical Radio Telegraph Co., common carrier subsidiary of United Fruit Co., and small Southern stations. He had just passed the last age in the "teenage" bracket when he became affiliated with the transmitter staff of WCKY Cincinnati in 1930.

He was as sure-footed as a telephone lineman in negotiating the lower rungs of radio's ladder of progress, but he wanted a faster route to the top. He proved to be as studious as he was industrious as he proceeded to mentally vacuum every source of technical and professional knowledge available in the WCKY studios. At the close of his working day he soothed his insatiable appetite for knowledge by burning midnight oil at the U. of Cincinnati Engineering College.

L. B. Wilson, president and general manager of WCKY, recognized the outstanding talents and energy of Mr. Topmiller, who after three years' service with the station, found himself

(*Continued on page 48*)

HOW DOES YOUR PRODUCT RATE IN THIS SUPER-MARKET?

How does your product stack up against competition in New York's choice WQXR market?

If yours is one of the products listed here . . . it will pay you to find out.

Because whatever brands WQXR's families buy . . . they buy a lot. As advertisers know who have met them, WQXR's families are the active above-average-income families in your biggest and busiest market. And there are more than 500,000 of these families . . . so devoted to the fine music of WQXR, no other station can reach them so effectively.

Get your copy of this new survey now. Just drop us a note today.

WQXR

and WQXR-FM
Radio Stations of The New York Times
730 Fifth Avenue, New York 19, N. Y.

WHAT DO YOU SELL?

Beer
Bread
Boxed Candy
Canned Meat
Chewing Gum
Cigarettes
Cigars
Coffee
Dog Food
Floor Wax
Hair Tonic
Ice Cream
Perfume
Prepared Desserts
Salad Dressing
Shampoo
Sparkling Water
Tea
Tooth Powder
Tooth Paste
Wine

Send today for WQXR's 1948 Consumer Brand Preference Survey . . . and find out how good-income New Yorkers buy.

for

nine

consecutive

years

CHATTANOOGA MEDICINE CO.

has been

*advertising**

on station

WMC

MEMPHIS

** A "spot" advertiser with 1,053 quarter hour programs during this period.*

AFFILIATE

5,000 watts day and night, 790 kilocycles. National representatives, the Branham Company. Owned and operated by the Commercial Appeal.

WMCT

Television coming soon

WMCF

First FM station in the Mid-South

Respects

(Continued from page 46)

off to a flying start as chief engineer.

With Mr. Wilson he planned the station's development. It was brought from a 5-kw daytime to a 10-kw fulltime operation in 1936, and then to its present power of 50 kw in 1939.

Mr. Topmiller's executive capacity and remarkable versatility were constantly sought by various departments of the WCKY organization and soon, piece by piece, his overall knowledge blossomed. Young Mr. Topmiller had become the statistician of selling, the technician of engineering and the advisor of promotion and sales.

Increased work and responsibilities only brightened his congenial personality and radiant outlook on life. Colleagues enjoy relating the story of how installation of a transmitter was delayed by the soft-hearted chief engineer who discovered a nest with a Mama Wren and her five tiny eggs in the panel of the apparatus that was to be installed. Mr. Topmiller gave instructions that the panel be left undisturbed until the young birds grew strong enough to fly from their nest.

In its search during the war for the outstanding radio personnel the Office of War Information did not bypass WCKY's then chief engineer. Mr. Topmiller was "borrowed" in 1944 by the OWI and served for two years as chief engineer of the radio section of Psychological Warfare in the Mediterranean and Southwest Pacific Theatres.

Discomforts and hazards experienced in line of duty receive no conversational attention from Mr. Topmiller. But it is not an out-of-character performance when Mr. Topmiller reveals his good-natured qualities with recitations of humorous episodes which occurred during his war service.

Open arms greeted Mr. Topmiller when he returned from his "hitch" with the government agency in December 1945. He was reinstalled as chief engineer at WCKY. Later he served as general manager of WZIP Covington, Ky. In August 1947 he was named WCKY station manager to succeed Kenneth W. Church, who then became manager of WIBC Indianapolis.

At WCKY in April 1947 Mr. Topmiller found himself in great demand when an engineer-announcer walkout was called. The station's investment in the versatile young man was repaid multi-fold during that trying period.

Station officials consider the 37-year-old manager, who has acquired the affectionate monicker "Top," as one of the youngest as well as one of the most thoroughly trained 50-kw station managers in the nation.

Mr. Wilson offers probably the most simple, yet eloquent, appraisal of Mr. Topmiller: "He's smart and the most honest guy in the world and not noisy about either," Mr. Wilson observes. "He is a swell guy and as devoted to you as anyone I know," is typical of praise for Mr. Topmiller that reaches his superior.

Mr. Topmiller's one regret for having channeled all his energies into the industry is simply that he has devoted only 45.98% of his life to his calling.

The former Alma Ashcraft is Mrs. Charles H. Topmiller. They live in Park Hills, Ky., a suburb of Cincinnati, and have a 7-year-old daughter, Diana.

Despite heavy responsibilities and long working hours, Mr. Topmiller still finds time for church, fraternal and religious activities. In addition to his hobby of photography, believe it or not, Mr. Topmiller also pursues radio as an avocation.

Mr. Topmiller is an associate member of the Institute of Radio Engineers and past chairman of the Cincinnati Section of IRE.

Save With TV

TELEVISION in the home will lessen the electric bill, rather than up it, George Fyler, engineer for Motorola Inc., Chicago, said last week. "For one thing, few other appliances are likely to be used during periods of video entertainment, and, in most cases, fewer lights will be turned on as the family gathers around the TV set." A circuit design now featured in one of the firm's table models requires less current than is used by two 100-watt light bulbs, Mr. Fyler said.

HOW TO REACH THE SOUTH'S FIRST INDUSTRIAL AND FARM MARKET

NATIONAL MAGAZINES FEATURE HOUSTON AS HUB OF SOUTHWESTERN BOOM IN OIL, FARMING

April 15 — Subscribers to national magazines this month will get an eye-opening account of big business in Texas and the southwestern part of the U... States ... leading ...

PICK KPRC, THE SOUTH'S FIRST STATION! . . .

Yes, KPRC *is* FIRST! FIRST in Houston, "hub of the Southwestern boom in oil and farming!" *FIRST* IN THE SOUTH'S FIRST MARKET! . . . And, KPRC has *increased* its dominant position over other radio stations in this market, as 1948 listening* surveys show:

	1947	1948
KPRC over Station "B"	28.03%	46.8%
KPRC over Station "C"	31.5%	59.9%
KPRC over Station "D"	172.5%	293.9%

Put your client's message where it will reach the most listeners in this thriving industrial and farm market of the Southwest. Pick KPRC, now! For availabilities call Petry or write us.

*For copy national survey, write KPRC

FIRST IN HOOPER RATING

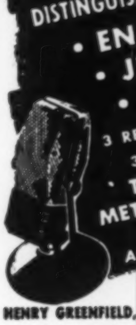
FIRST IN B. M. B. RATING

FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 Kilocycles 5000 Watts

National Representatives: Edward Petry and Company
. . . Affiliated with NBC and TQN . . .
Jack Harris, General Manager



WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES

3 MARKETS WITHIN

- THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
N.Y. 19

HENRY GREENFIELD, Mgr. Director

WMT makes news (and Iowa listeners) with one of the nation's most complete NEWS CENTERS

JIM BORMANN
News Director

TAIT CUMMINS
Sports Director

HOWARD ANDERSON
Newsman

MEL HALLOCK
Newsman

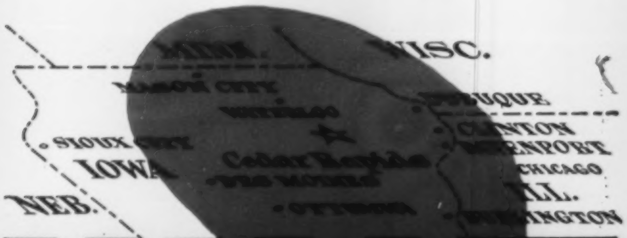
GEORGE JACKSON
Newsman

BOB WIDMARK
Newsman

No other newspaper or radio station in Iowa has a more intensive news coverage setup than WMT. In addition to the six leased wires of AP, UP, and INS, a steady flow of regional Iowa news (largely exclusively) is channelled into WMT's News Center from its correspondents.

WMT's staff of six veteran newsmen handle a total volume of nearly a half million words every day—the equivalent of 250 average-size books. Alert news experts keep WMT listeners up-to-date with informative newscasts, farm broadcasts, and sportscasts. On-the-spot coverage of important events rounds out WMT's news production—and insures loyal listening around the clock.

Make your own sales news by telling *your* advertising story via WMT—Eastern Iowa's only CBS outlet—and the *News Center of Iowa.* The Katz Agency will give you the facts.


MINN.
WISC.
MASON CITY
WATERLOO
DUBUQUE
SIOUX CITY
IOWA
Cedar Rapids
DES MOINES
CLINTON
DAVENPORT
CHICAGO
NEB.
OTTUMWA
ILL.
BURLINGTON

WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** **DAY AND NIGHT**

Basic Columbia Network

Kaiser-Frazer Division Names Weintraub Co.

THE SOUTHERN California division of Kaiser-Frazer Corp., with headquarters in Long Beach, Calif., has appointed William H. Weintraub & Co., New York, as its advertising agency. The appointment was announced simultaneously with the inauguration of an advertising campaign. Newspapers and radio will be used.

The radio part of the schedule, already underway on KNX and KFI, both in Los Angeles, totals six and one quarter hours a week. The corporation is sponsoring the following programs: *Jack in All Trades*, *Man Named Jordan*, *Fiesta*, *Morey Amsterdam*, and *Night Editor* on KNX. On KFI it is carrying Al Posca's full hour Saturday night record show and four half-hour variety shows each week, titled *Hollywood Open House*.

PERU, URUGUAY VYING FOR CONFERENCE SITE

PERU and Uruguay are reportedly leading contenders as the site for the Fourth Inter-American Telecommunications Conference to be held in early 1949.

The conference is concerned with the allocation of frequencies on a hemisphere basis and aids the work of the Provisional Frequency Board in Geneva.

The meeting was originally scheduled for September 1948 in Bogata, Colombia, but because of internal difficulties in that country it had to be changed. It was first postponed to January 1949 and then to March 1949, but the feeling is prevalent that it should be held by February to facilitate the work of the Provisional Frequency Board.

Commercial

ARTHUR W. LINDSAY, former general manager and vice president of KWWB Walla Walla, Wash., has joined sales department of WKY Oklahoma City. He previously was with KPO San Francisco, KHJ Los Angeles, KGW Portland, KOMO Seattle and NBC in San Francisco.

FORJOE & Co., national representative firm, has opened new office in St. Louis, in Paul Brown Bldg., 818 Olive St. **LESLIE P. WARE** has been named St. Louis general manager.

EDITH KIRBY, formerly of old Blue Network, ABC and NBC, has joined KGO San Francisco, as manager of traffic department. She served as auditor of KGO from 1943 to 1946. She replaced **ELEANOR HIGBY**, who resigned after 20 years service with KGO.

STAN LEE REED, formerly with Young & Rubicam, and Theodore Newhoff Adv., has been named FM saleman for WMAR-FM Baltimore, Md.

JOHN J. HULL, former copywriter of Abner J. Gelula & Assoc., has been appointed sales coordinator and account executive of WLNH Laconia, N. H.

WALTER A. BASS, who has been in sales at WOOD Grand Rapids, Mich., for past 13 years has been promoted to commercial manager. He previously spent five years at WIBA Madison, and one year at WCLO Janesville, Wis.

Mr. Bass

HARRY C. WEAVER, salesman with WROL Knoxville, is the father of a girl, Lynda Alyce, born July 11.

BEN WILSON, continuity director, and **EDWIN FISHER**, sales promotion manager at KMOX St. Louis, have joined KMOX sales staff. Messrs. Wilson and Fisher were incorrectly identified in BROADCASTING, July 5.

JOHN TASNADY, formerly with KUGN Eugene, Ore., has joined KGVO Missoula, Mont., as account executive, announcer and writer.

JOE FIFE, commercial manager of WVJS Owensboro, Ky., has taken up offices in Chicago where he will represent WVJS, through special arrangements with William G. Rambeau Co.

KSTP-TV Minneapolis-St. Paul has issued Rate Card No. 1, which became effective June 1.

MELCHOR GUZMAN Co. Inc. has been appointed U. S. and Canadian representative of HOJU Aguadulce, Panama.

R. C. ACKER, formerly of KKIN Visalia, Calif., has joined KEEN San Jose, as account executive.

IRENE FOWLER, traffic manager of KFI Los Angeles since 1944, has been named secretary to **HAAN J. TYLER**, program manager and coordinator of television. **CHARLENE AUMACK**, formerly with KVAN Vancouver, replaces Miss Fowler.

LARRY KRASNER, Los Angeles manager of Forjoe & Co., national radio representative, and Adele Fishbein have announced their marriage.

BOB JOHNSON, NBC Hollywood accountant, is the father of a boy, Robert.

ROY BACUS, commercial manager of WBAP Fort Worth, is on the Fort Worth Community Chest publicity committee in charge of radio.

NORRIS MacKENZIE, program division, All-Canada Radio Facilities, Toronto, is the father of a girl, Constance Carolyn, born July 11, and **BRUCE ALLOWAY**, time division, All-Canada Radio Facilities, is the father of a girl, Susan Lynn, born July 9.

OREN MATTISON, auditor of KMPC Hollywood, has been appointed to board of governors of Los Angeles Credit Managers Assn.

BETTY FLINT, copywriter for KIDO Boise, and Charles Rodgers have announced their marriage.

NONA KIRBY, regional sales manager of WLAW and WLAW-FM Lawrence, Mass., in charge of Boston offices, has been accepted for membership in Boston Chamber of Commerce.

CKCR-FM Kitchener, Ont., made its debut on the air June 29 on 96.7 mc with 250 w, according to a report of Radio Branch, Dept. of Transport, Ottawa. CHLP Montreal, has increased power to 1 kw on 1410 kc; CHVC Niagara Falls, has changed corporate name to Radio Station CHVC Limited; CJOY Guelph, has changed corporate name to CJOY Limited; CKCR Kitchener, has changed corporate name to Kitchener-Waterloo Broadcasting Co. Ltd.; and CKAC Montreal, has increased power to 10 kw daytime, 5 kw nighttime on 730 kc, according to same report.

1948! and it's bigger audiences* than ever for Buffalo's first station

CBS WGR 550

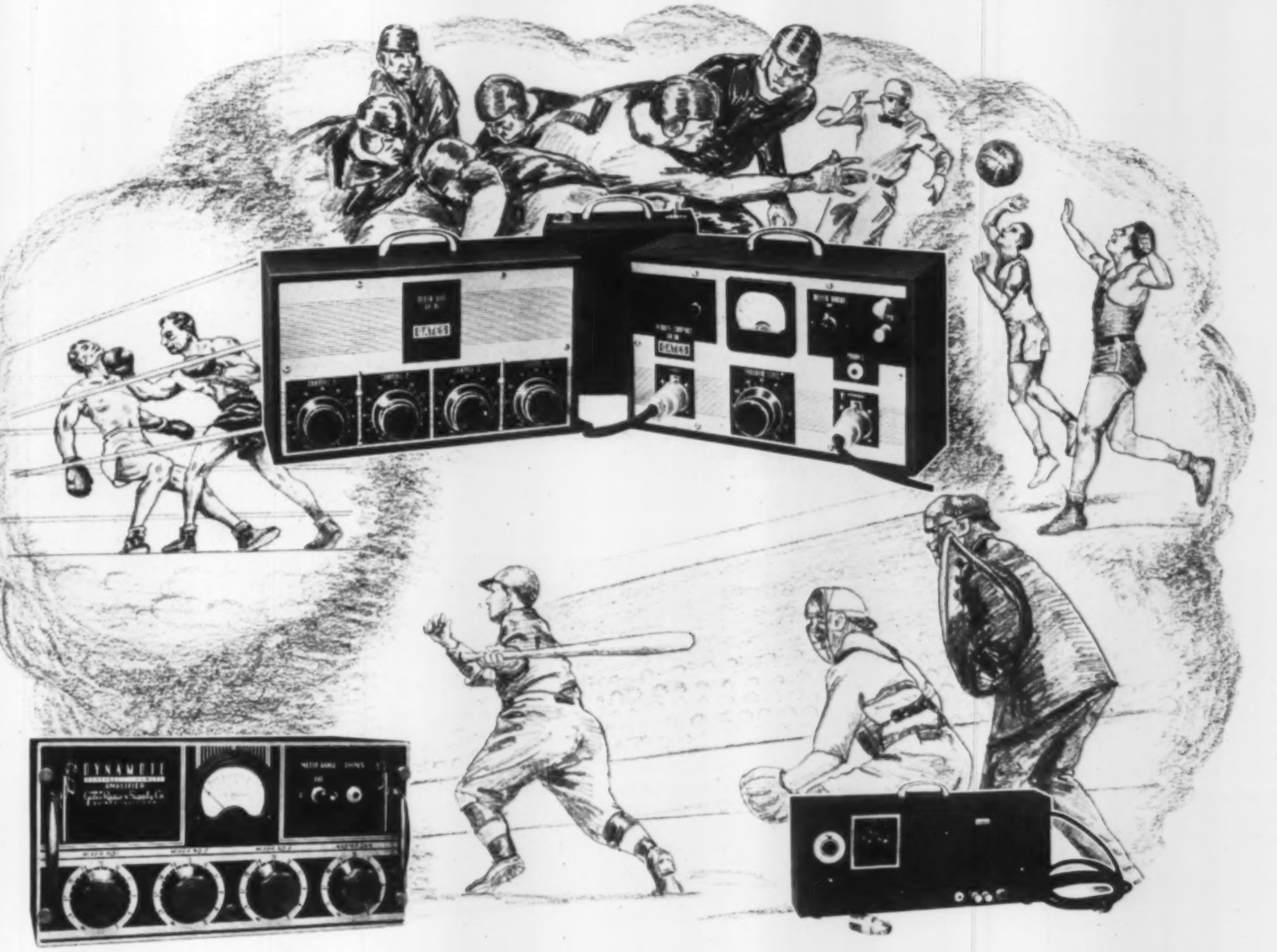
*That's what Hooper says

Leo. J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR BROADCASTING CORPORATION
RAND BUILDING BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

BEFORE IT'S *TOO LATE*

GET YOUR REMOTE EQUIPMENT READY FOR ACTION



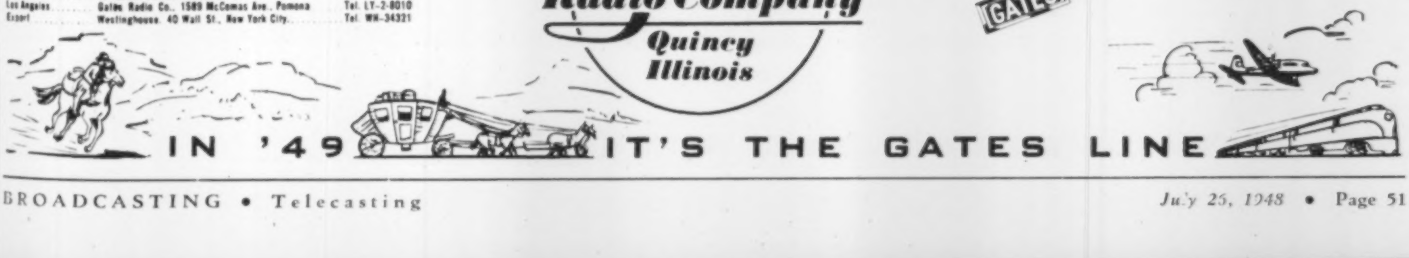
Now,—is when you should get your remote equipment for that big sports and political season that's almost here. Do it best by ordering Gates remotes right now.

Four models are in stock,–the Foursome with the four channel mixer,–the Compact with VU meter for single channel jobs,–the Dynamote three channel unit, long the favorite of hundreds of stations,–and the Conditioner, the most popular single channel remote amplifier in broadcasting. Gates remotes are the "mainstay" in most radio stations because they give that "new" performance for years. Operators like them because they have maximum facilities and portability.

Models are in stock to work with your microphones—— Just write or wire for complete information. Your next jobs will be easier with Gates remotes.

Washington, D. C.	Gates Radio Company, 13 E Street N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9008
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

Gates Radio Company
Quincy Illinois


IN '49 IT'S THE GATES LINE

Announced in next week's
BROADCASTING

FYI
The fall feature hit

FYI
With universal appeal

FYI
Three quarter-hour platters a week

FYI
For all the family

PRODUCED BY
Ed Hart & Associates
1737 H STREET, N.W.
WASH., D. C. • RE. 4312

AM GRANTS

Proposed Decisions Given In Three Cases

GRANTS for a new regional station at Annapolis, Md., and new locals at Erie, Pa., and Cumberland, Md., were anticipated by FCC in proposed decisions handed down last week.

The decisions, each involving mutually exclusive applications, proposed to:

1. Grant Capital Broadcasting Co.'s application for 1430 kc with 500 w fulltime at Annapolis, directionalized at night, on condition that 1 kw be used; and to deny John F. Kramer's bid for the same frequency with 1 kw, daytime only, at Cambridge, Md.

2. Grant Richard Aubrey Raese's application for 1230 kc with 250 w fulltime at Cumberland and deny Tri-State Broadcasting Co.'s request for the same facilities.

3. Grant Erie Broadcasting Co.'s bid for 1400 kc with 250 w fulltime at Erie, denying the rival applications of the Times Publishing Co. and Community Broadcasting Co., both of Erie.

None of the decisions was unanimous. Comr. Jones voted for a grant to Mr. Kramer instead of Capital Broadcasting. Chairman Coy and Comr. Jones voted for Tri-State rather than Mr. Raese at Cumberland, and Comrs. Jones and Sterling favored the Times Publishing Co. over the other applicants at Erie. Comr. Hennock did not participate in any of the decisions, and Comr. Webster took part only in the Annapolis-Cambridge case. Thus the Cumberland and Erie decisions were adopted by less than a majority (3 to 2).

In the Erie case the majority eliminated the application of the Times Publishing Co. (the *Times*, owned by John J. and George J. Mead) by invoking its preference for (1) non-newspaper applicants, and (2) applicants whose stockholders have diversified community and business interests. Between the remaining applicants, Community Broadcasting and Erie Broadcasting, the majority chose Erie because of "the higher degree of integration of ownership with the actual management and day-to-day operation of the station."

WBOC Stockholders

Among the 38 stockholders of Capital Broadcasting, nominated for a grant at Annapolis and planning to affiliate with Mutual, are a group who control WBOC Salisbury, Md., (53.5%) and who have 24.6% of the stock of Tri-State Broadcasting, which lost the proposed decision for Cumberland.

The Commission chose Capital over Mr. Kramer, a real estate man, on grounds that Annapolis (two daytime stations) needs the additional local outlet more than Cambridge (one fulltime station). The local-ownership factor also was cited, in view of Mr. Kramer's residence at Annapolis and his concession that he is not yet "thoroughly familiar" with the needs of Cambridge.

In the Cumberland case, the majority preferred Mr. Raese, onetime U. of West Virginia basketball coach and now vice president of Greer Steel Co. at Morgantown, W. Va., on the grounds that his application was superior to that of Tri-State Broadcasting from the standpoint of local ownership and integration of ownership and management. Mr. Raese, it was noted, is familiar with Cumberland despite his residence at Morgantown, whereas two-thirds of Tri-State's stockholders, representing about one-half of its stock, would be "absentee owners."

Raese Would Be Manager

Mr. Raese is the son-in-law of Mrs. A. J. R. Greer, owner of WAJR and WAJR-FM Morgantown, WDNE Elkins, W. Va., and WKJF (FM) Pittsburgh. He has taken part in the affairs of the licensee company (West Virginia Radio Corp.), supervised construction of the Elkins and Pittsburgh stations, and has participated in operations of WAJR. He would be manager of his proposed Cumberland station, which would be a Mutual affiliate.

Tri-State is owned by 47 stockholders, headed by Charles A. Piper, Cumberland banker. Other officers include John W. Downing, president and a major stockholder of WBOC Salisbury; W. D. Smith, owner of a chain of retail shoe stores; Robert L. Stallings, president of a local coal mining company. Approximately 42% of the stock is owned by persons who have 73.4% of WBOC. 13 of this group own 25.7% of the stock of Capital Broadcasting, proposed grantee at Annapolis, and some of the subscribers have a minority interest in WCAO Baltimore. Largest single stockholder (25%) is the Cumberland *News-Times*.

Paves Capital Chief

Capital is headed by Alfred G. Paves, Westinghouse engineer, with Mr. Downing, head of WBOC, as vice president. There are 38 stockholders including the group with overlapping interests in WBOC and Tri-State.

Erie Broadcasting, proposed grantee for Erie, is owned by Thomas Phillips Jr., chief engineer of WKPT Kingsport, Tenn., who would hold a similar position with the proposed station (30%); William M. Schuster, wholesale radio businessman, and his wife Frances (15% each); Conrad Elfenbein, businessman, and his brother Cecil, attorney, (15% each); and Sylvia Galinsky, sister of Mrs. Schuster (10%).

Majority Are Veterans

The principal owners of Community include John A. Blackmore, president, and Edward G. Petrillo, both local attorneys; Jeanne R. Blackmore, W. Raymond Sawdey, Chester W. Zerbe, Dan T. Ryan, and Allen R. Davidson, all local business and professional people. All of the directors and most of the stockholders are war veterans.

The Commission's proposed decision in each instance followed substantially the report and recommendations of the hearing examiner. In the Cumberland case, however, FCC omitted Examiner Jack P. Blume's recommendation that Mr. Raese be preferred for the additional reason that some of the stockholders of the rival Tri-State have radio interests in Salisbury and Baltimore. Examiner J. Fred Johnson Jr. wrote the recommended decision in the Erie case, and Examiner Hugh B. Hutchinson in the Annapolis-Cambridge case.

Yes **KFYR**
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

ALL I KNOW IS WE'RE OVER ONE OF FIVE STATES OR CANADA — I CAN HEAR KFYR LOUD AND CLEAR

*ASK ANY JOHN BLAIR MAN TO PROVE IT

CANADA'S
FOURTH
MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

So much of everything you want packed into this 10-inch speaker!

The new *Western Electric* 756A

20 watts capacity

Superb quality of reproduction

Compact and simple to install

Available for immediate delivery

SPECIFICATIONS

FREQUENCY RANGE: 65 to 10,000 cycles.

IMPEDANCE: 4 ohms.

COVERAGE ANGLE: 60°.

POWER CAPACITY: 20 watts continuous.

EFFICIENCY: At distance of 30 feet on the axis, will produce a level of 89.5 db above 10^{-16} watt per sq. cm. at 20 watts, on basis of warble frequency covering range of 500 to 2500 cps.

DIMENSIONS: Diameter 10¼"; depth 3¼".

BAFFLE HOLE DIAMETER: 8-13/16".

WEIGHT: 10 lbs.

ENCLOSURE REQUIRED: 2½ cubic feet completely enclosed.

Before you select any speaker for your studios or transmitter building, look at the 756A and listen to its brilliant tonal quality.

The 756A is just one of a line of new Western Electric speakers with power capacities from 8 watts to 30 watts. Get the full story on all of them from your Graybar representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

First!

- ON THE DIAL
- IN LISTENING
- IN NETWORK

WSJS
LEADS

DAY AND NIGHT
IN
NORTH CAROLINA'S
RICH TRI-CITY
MARKET

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

WRITE FOR OUR BMB FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

New Commercial TV Outlets Asked

Three More File for Channels During Week

APPLICATIONS for new commercial television stations were filed last week at FCC by The Gable Broadcasting Co., licensee WFBG Altoona, Pa.; Grandview Inc., Manchester, N. H., new firm composed of well known radio figures, and Lufkin Amusement Co., Beaumont, Tex., theatre investment firm.

WCBS-TV, CBS video key in New York, last week requested power boost on Channel 2 (54-60 mc) from 1.72 kw visual and 1.67 kw aural to 14.6 kw visual and 10 kw aural.

WFBG seeks Channel 9 (186-192 mc) with effective radiated power of 7 kw visual and 3.5 kw aural. Antenna height above average terrain of 1,048 ft. is specified. Estimated cost of construction is $154,050 with first year operating cost estimated as $25,000. Revenue expected is unknown.

Lufkin Amusement Co. seeks Channel 10 (192-198 mc) with 28.4 kw visual and 14.2 kw aural power and antenna height of 485 ft. Total construction cost is given as $272,908 with first year operating cost $75,000 and revenue $20,000. Ownership: Ernest L. Kurth, 14.2% owner KTRE Lufkin, Tex., president and 21.9% owner; J. H. Kurth Jr., vice president 24.4%; Simon W. Henderson Jr., 2% owner KTRE, vice president 0.6%; his mother, Mrs. Louise R. Henderson, 38.3%; David W. Thompson, 10% owner KTRE, secreteary-treasurer 1.9%.

Grandview Inc. requests Channel 12 (204-210 mc) at Manchester with power of 10 kw visual and 5 kw aural. Antenna height is 955 ft. Estimated cost of construction is $110,000 with first year operating costs totaling $50,000 and revenue $10,000.

Owners of Grandview include: John W. Guider, having Washington, D. C., real estate interests and vice president-treasurer and 50% owner Workshop Cards Inc., Littlejohn, N. J., greeting card maker, president and 30% owner; William J. Barkley, president and 33.8% owner WKBR Manchester and executive vice president Collins Radio Co., broadcast equipment firm, vice president, 10%; William F. Rust Jr., treasurer-general manager and 40.4% owner WKBR, treasurer, 11.9%; H. Scott Kilgore, Collins sales representative, 5%; James W. Valentine, sales engineer for Allen B. DuMont Labs. and WKBR vice president, 6.9%; Edwin T. Woodruff, film manager WPIX (TV) New York and 40% owner Telecast Films Inc., distributor, 6.9%; Otis S. Freeman Jr., assistant chief engineer WPIX, 2.5%; James B. Tharpe, DuMont sales engineer, 11.8%; Herbert Schor, assistant to the manager of DuMont, 5%, and Thad H. Brown, Washington radio attorney, 5%.

KSCB GETS UNDERWAY; LANDON IS AN OWNER

KSCB, new 1-kw daytimer on 1270 kc, was slated to begin operations yesterday (July 25) at Liberal, Kan. The station, licensed to Seward County Broadcasting Co., is owned by Alf M. Landon, former Kansas governor and 1936 Republican Presidential candidate, and three Liberal residents, Lee Larrabee, Ralph Colvin and Vernon Griffith.

KSCB has new Collins equipment and a new building housing studios, offices and transmitter, according to Leon S. Salathiel, manager.

Mr. Salathiel has been in radio since 1923, except for an interval during World War II, first in St. Paul and then for 15 years with NBC and CBS in New York.

Women's Wear Industry Advised of TV Potential

GEORGE MOSKOVICS, manager of sales development for CBS television, last week advised representatives of the women's wear industry to waste no time in learning the great potentialities of video in all phases of merchandising.

Mr. Moskovics, who addressed a luncheon meeting of the Fashion Group Inc., in New York, estimated that nearly 14 million television sets will be in use in this country by the end of 1952, based on forecasts by the CBS engineering staff. Discussing video time buying, he said that nationally distributed lines could use network television to best advantage, and that local outlets such as department stores probably would do better with local spots.

Electric Assn. Reports 27,000 Chicago TV Sets

MORE THAN 27,000 television receivers were installed and in operation in the greater Chicago area as of July 16, according to a report issued last week by the Electric Assn., Chicago, sponsor of the National Television and Electrical Living Show at the Chicago Coliseum Sept. 18-26.

Of the 27,159 sets reported operating within normal TV signal range of Chicago, 78% were in private homes, 17% in public places and 5% in dealers' show rooms.

In a monthly report issued in mid-June the association revealed 24,892 sets operating in the same area.

Davis Joins Maxon

TYLER DAVIS, specialist in food and package goods advertising, has joined the New York staff of Maxon Inc. Mr. Davis was formerly associated with the Kudner Agency, BBDO, J. Walter Thompson and Kenyon & Eckhardt. In his newest capacity, he has been assigned to Clinton Industries Inc. and Snow Crop Marketers accounts.

CCBS Reaffirming Stand, Says Sholis

Opposes Any Legislation to Put Ceiling on High Power

UNLESS the U. S. provides for improved radio service to rural areas through use of high power on clear channels the nation's broadcasters stand in "great danger" of losing more of their facilities to other North American countries, Victor A. Sholis, director of the Clear Channel Broadcasting Service, said Monday after a meeting of CCBS at Chicago's Palmer House.

"We reaffirmed our opposition to any Congressional legislation putting a ceiling on power, or legislation leading to duplication of clear channels," Mr. Sholis said. "We reiterated once again that the only way to improve service to rural areas and small stations is through use of high power."

Mr. Sholis

Hough Re-elected

Twenty members of the organization in attendance re-elected Harold V. Hough, director of WBAP Fort Worth, as treasurer. They also set up a committee to interview several prospects for the position of CCBS director, now held by Mr. Sholis, who asked to be relieved of the post last year when he was named director of WHAS Louisville. Members of the committee are Frank P. Schreiber, WGN Chicago; James Shouse, WLW Cincinnati; John H. De Witt, WSM Nashville; Glenn Snyder, WLS Chicago, and Mr. Sholis.

It was the consensus of the meeting that NARBA, at its 1949 meeting, may be expected to grant Mexico and Canada the right to broadcast to this country on existing clear channels unless higher power is assigned the CCBS. Cuba already has been authorized to go on four channels.

Other implications of the 1949 NARBA conference also were discussed.

Barnes Heads Radio-TV Department, Dorland Inc.

HOWARD G. BARNES has been named director of the newly-formed radio and television department of Dorland Inc., New York. Mr. Barnes was formerly with WOR-Mutual New York, CBS, and Music Corp. of America. During the war he produced and wrote Navy training and propaganda films.

The new department under Mr. Barnes will build radio television programs for Dorland clients, and in addition, plans to package video shows for other agencies and their clients.

THEY KNEW
WHAT THEY WANTED

And, like many other radio engineers, they also knew where to bring their plans for successful completion.

Among recent Blaw-Knox installations is this rugged 500 ft. Special Heavy Duty H 40 Tower for the Crosley Broadcasting Corporation's Station WLWT, supporting a 5-section RCA Television Antenna.

Tower-building experience dating back to the days of "wireless" is at your disposal when you enlist the services of Blaw-Knox engineers.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS

"VIC" DIEHM SAYS:

We Dominate Our Coverage Area

Here are the results of a survey recently conducted by Robt. S. Conlan and Associates in our coverage area.

WAZL	67.5%
Station A	2.6
Station B	2.3
Station C	7.0
Station D	9.2
Station E	1.9
Station F	2.4
Others	7.1

For further information write to
Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL

Established 1932 · Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

REVIEW OF STA BAN IS OPPOSED BY CCBS

CLEAR CHANNEL Broadcasting Service attempted anew last week to get into the dispute over FCC's abolishment of special temporary authorizations, and was promptly challenged by a group of nine daytime stations seeking to upset the Commission's decision.

CCBS previously had sought to enter its support of the elimination of STA's, then in the proposal stage, but its request was denied on grounds that it was not filed in time [BROADCASTING, June 7]. FCC subsequently ordered STA's in the AM field discontinued effective Aug. 16. This drew a petition for reconsideration from the group of nine daytime stations [BROADCASTING, July 12].

CCBS Files Opposition

CCBS last Monday filed its opposition to this petition. Replying, the daytime stations said "it is inconceivable that CCBS seriously believes that the Commission should give consideration to its pleading." FCC was asked to strike the CCBS reply. The nine daytimers are KTBI Tacoma, Wash.; WEAS Decatur, Ga.; WPWA Chester, Pa.; WHIM Providence, R. I.; KXRN Renton, Wash.; WBIS Bristol, Conn.; WLAD Danbury, Conn.; WSFT Thomaston, Ga., and WAUX Waukesha, Wis.

TV HEARING

Final Channel Reallocation Arguments Continue

WITH Westinghouse testimony on its Stratovision system of airborne relays slated for the lead-off spot, FCC today (Monday) goes into the final phases of its nation-wide video channel reallocation hearing.

Oral argument covering the entire proceeding—including such controversial questions as the wisdom and legality of the hearing itself, and the validity of the tentative U. S.-Canadian agreement on TV channel allocations along the border [BROADCASTING, July 12]—meanwhile was set last week for Aug. 16.

The Aug. 16 session also will include arguments by representatives of the Federal Communications Bar Assn. protesting the procedures contemplated by FCC in its proposal to rely on rule-making for changes in the television channel allocations table [BROADCASTING, March 29, July 19]. The FCBA request to be heard during the oral argument was granted simultaneously with the announcement of the date of the argument.

Stratovision testimony during the session starting this morning will relate to Westinghouse Radio Stations' proposal to keep TV Channel 8 unassigned within 200 miles of Pittsburgh, where WRS says it will seek both commercial and experimental grants for Stratovision. FCC's proposed reallocation would put Channel 8 at York for use by a community-class station, in addition to metropolitan-class use at Pittsburgh. Westinghouse is seeking to have the channel deleted from York.

Other subjects to be considered in this week's session—devoted exclusively to "general" subjects relating to allocations, and expected to consume two days—include the advisability of using directional antennas in television; tropospheric effects, which contribute to long-range transmissions; Allen B. DuMont Labs' proposal for the expansion of the TV band by adding eight channels [BROADCASTING, June 28, July 5 and 12], and both DuMont and Television Broadcasters Assn.'s views on the reallocation proposal.

The hearing with respect to allocations to specific localities was completed July 9 after two weeks of sessions. This week's testimony on general questions was slated to come in this order:

Stratovision, by Westinghouse Radio Stations; tropospheric effects, by ABC; comments on the proposed allocation, by TBA, followed by DuMont; directional antennas, by CBS and WTOP Inc.; further discussion of directional antennas by NBC.

The hearings will be held before the Commission *en banc* starting at 10 a.m. in the Commerce Dept. Auditorium, Washington.

KHBG, KPDR Sales Await FCC Consent

Donald W. Reynolds Buys Okmulgee Station

SALES of KHBG Okmulgee, Okla., for $125,000 to Times Pub. Co., a Donald W. Reynolds interest, and of KPDR and KPDR-FM Alexanderia, La., for $24,000 to Louisiana Baptist Convention were reported last week in applications to FCC for approval by the Commission.

KHBG, 250 w fulltime Mutual outlet on 1240 kc, is acquired by Times Publishing from Lucille Ross Buford and Paschal Buford, 49% owner each, and Sam W. Ross, 2% owner. Publisher of daily *Times* and *Sunday Times-Democrat*, Times Pub. is 100% subsidiary of Southwestern Pub. Co., owned principally by Mr. Reynolds, FM permittee at Okmulgee and licensee of KFSA Fort Smith, Ark. He also holds 50% of WIKK Erie, Pa. Southwestern Pub. Co. is permittee KFSA-FM Fort Smith and applicant for television at Tulsa and Oklahoma City. Mr. Reynolds has an AM application pending at Okmulgee which he will dismiss if the acquisition of KHBG is approved.

KPDR, Mutual affiliate on 970 kc with 1 kw day, 500 w night, fulltime, also has permit for KPDR-FM at Alexandria. Transaction includes sale by Eugene Levy, president, of all his 440 shares, representing 55% interest, while other 12 stockholders dispose each of one-half of their present holdings. Total interest of 77.5% is sold to the Baptist group. Other stockholders and their present holdings are: Sidney B. Pearce and George S. Stanley, 50 shares each; Paul A. Gilham Jr., 80 shares; Julius B. Nachman and Isaac Wahlder, 30 shares each; Philip Scalfano, Abe A. Rubin, Junius H. Payne, Carl L. Dunn and Luther M. Lewis, 20 shares each, and William T. Morgan and George I. Maston, 10 shares each.

POWER 50,000 WATTS ON 680 KC.

plus

PROGRAMS BOTH ABC AND TOP LOCAL SHOWS

plus

PROMOTION TEXAS' OUTSTANDING MERCHANDISING DEPARTMENT

equals

YOUR BEST BUY IN SOUTH TEXAS

RADIO STATION KABC 680 KC SAN ANTONIO

50,000 WATTS DAY
10,000 WATTS NIGHT

American Broadcasting Co. ★ Texas Broadcasting System

National Representative, John Blair

PHILADELPHIA'S No.1 Sports Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.

Committees of TBA On Regional Basis

New Plan Aims to Have Members Share More in Group's Work

FOUR COMMITTEES, to serve respective regions in the U. S. on industry problems, will be established by fall by the Television Broadcasters Assn. Purpose of the plan, TBA says, is to give members a greater role in TBA activities.

Each committee will have a chairman, who also will serve on an executive committee, which will act as an advisory group to the board of directors. Committees will meet quarterly.

The regions, set up on the basis of current membership—70 organizations—have been established as follows:

East Coast—Member stations in Schenectady and Rome, N. Y., New York City, Philadelphia, Baltimore, Washington and Richmond, Va.

Midwest — Fort Wayne, Ind., Cincinnati, Detroit, Chicago, Milwaukee, St. Louis and Kansas City.

Southern—Atlanta, Charlotte, N. C., New Orleans and Dallas.

West Coast—Los Angeles and San Francisco.

FM STATIONS SPENDING BIGGEST AMOUNT, FMA

GREATER expenditures for equipment by FM broadcasters than by AM or TV broadcasters in the first quarter of 1948 was reported last week by the FM Assn. in Washington.

Basing his figures on equipment sales reported by RMA [BROADCASTING, July 19], J. N. (Bill) Bailey, FMA executive director, estimated that FM broadcasters bought $2,854,662 worth of equipment for new station operations compared to $1,682,615 by TV and $1,179,614 by AM. Using dollar volume figures, Mr. Bailey figured that FM stations accounted for 49.9% of the total, television for 29.4% and AM for 20.7%.

"Inasmuch as FM equipment is much less expensive than that for television," said the FMA director, "the sales figure for the first three months of this year point to a tremendous expansion for FM broadcasting."

"Television is growing," Mr. Bailey stated, "but on a much more restricted basis than FM." He pointed out that there are 575 commercial and 22 noncommercial FM stations serving more than 350 communities. On the other hand, he said, television, because of its cost, is confined to larger cities and can only be seen in 11 communities at present.

Reaching
4,000,000 PEOPLE
K W K W
Pasadena - Los Angeles

POLIO FILIBUSTER

Southern Stations Join in Fund Campaign To Combat Epidemic

WITH the polio epidemic reaching great proportions in the Southern states, stations are contributing their facilities to aid the drive for additional funds and hospital space. In Greensboro, N.C., WBIG has raised more than $31,000 and is still going strong.

Most of these funds have been collected through the efforts of Bob Jones, well known for his *Groans by Jones* show. In June Mr. Jones received word that the Greensboro Polio hospital needed a refrigerator, so he made an appeal on his program. A refrigerator was soon contributed. Next word came that a washing machine was needed and "The Groaner" started a singing filibuster. Without the aid of music he sang for an hour and 15 minutes until enough money was raised to buy the machine and "stop the racket." His Bob Jones Polio Fund is now aiming at a $40,000 goal.

Contributions for the Greensboro Polio Hospital also are being raised in nearby Reidsville through the joint drive of WFRC and the local Junior Chamber of Commerce. On July 16 WFRC turned its facilities over to the JCC and for three hours listeners were urged to pick up their phones and just say "polio." Telephone operators gave them the numbers of WFRC where donors left their names and addresses. Cars manned by JCC members called for the donations. More than $3,200 was collected during the broadcast and more is coming in. All money will be used to build a modern polio hospital in Greensboro, which also will serve Reidsville.

WNOX Knoxville, Tenn., also has done its part in the Infantile Paralysis Campaign Fund drive. Station reports that a statement from the county campaign fund treasurer shows that WNOX collected $4,528.75—almost 14% of the total collected in the entire county. Lowell Blanchard was the chief contribution-drawer at WNOX. Mr. Blanchard, who is m.c. of *Midday Merry-Go-Round* and *Musical Clock*, used both programs in the drive. On the former show he staged a contest to determine the relative popularity of the four acts of the show. Votes cost a penny each and 386,046 votes were cast. On the *Musical Clock*, Mr. Blanchard played request numbers in recognition of a contribution of a dime or more, from 7 to 9 a.m. Small coins rolled in, as did checks for $100 and $25. All money was turned over to the 1948 Infantile Paralysis Campaign Fund for Knox County.

'Picture Frame' TV Set Will Be on Market Soon

A "PICTURE FRAME" television set, calling for a viewing screen 13½ by 18 inches in an ornamental frame which can be hung on the wall like a portrait, will be placed on the market in the "near future" by Belmont Radio Corp., Chicago, William L. Dunn, vice president in charge of engineering and research, revealed Wednesday.

Main body of the receiver, including tuning knobs, will be housed in a chairside cabinet with controls on top. The TV picture will appear within the frame on the wall.

Extra viewing screens can be placed in other rooms and linked to the main set by inconspicuous wires, eliminating the need for viewers to assemble in one room, Mr. Dunn said.

Helen O'Connor

SERVICES for Helen Loretta O'Connor, former secretary to NBC and advertising executives, were conducted Wednesday in Chicago. She died July 17 after an illness of several months. Miss O'Connor had been secretary to Sidney Strotz, NBC administrative vice president when he was in Chicago and also New York—Jules Herbuveaux, NBC Chicago television manager, and Charles Luckman, president of Lever Bros.

NLRB ELECTIONS SET AT EL PASO STATIONS

ELECTIONS to determine if the American Federation of Radio Artists should be designated their collective bargaining agent were authorized for announcers of three El Paso, Tex., stations in a ruling issued last Thursday by the National Labor Relations Board in Washington.

Principals in the case were Roderick Broadcasting Corp. (KROD), Paso Broadcasting Co. Inc. (KELP), Tri-State Broadcasting Co., Inc. (KTSM) and AFRA.

Must Vote Within 30 Days

Accepting the hearing officer's rulings, the three-man board issued a decision directing that elections be held, by secret ballot, within 30 days of the issuance of the directive, under supervision of the NLRB Regional Director to ascertain if employes wished to be represented, for purposes of collective bargaining, by AFRA.

Appropriate units affected by the ruling at KROD included the news editor. Program directors and supervisory employes at the three stations were excluded from participation in elections, with the exception of Caryl Downey at KELP.

Specifically excluded from participating at KTSM was the music librarian.

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All the news of radio . . .
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(AM AND FM, TOO!)

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● 52 WEEKLY ISSUES AND 1949 YEARBOOK ●

A Plus Buy in a Plus Market

WHAM
BEAMED DIRECTLY INTO 900,000 PLUS RADIO HOMES

ROCHESTER
N.Y.

ROCHESTER—home of above average families working in highly skilled and widely diversified industries

PLUS—43 rich and prosperous Western New York counties

PLUS—WHAM'S newly completed 50,000 watt transmitter and antenna (most powerful in the area)

PLUS—Rochester Radio City, new million dollar home of WHAM-WHFM

YOUR BEST BUY FOR COVERAGE AND PENETRATION IN THIS BIG-TIME, RICH MARKET

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

'TIMES - MIRROR' TOLD TO START FM OUTLET

TIMES-MIRROR Co., permittee of television station KTTV Los Angeles and FM grantee there, was advised by FCC last week in effect to get its FM outlet on the air or relinquish the facility. The FM authorization initially had been made in November 1946.

Times-Mirror had asked the Commission that its FM permit be allowed to remain status quo until it had determined whether or not it wished to go ahead with its plans for an FM operation. Firm recently has negotiated with CBS to assume 49% interest in its video venture.

FCC advised the newspaper publisher that no further extensions of time to complete construction would be allowed unless it was shown the firm planned "expeditiously" to complete the station or to promptly commence interim operation.

The Commission said: FCC "has received several similar requests from FM permittees and has uniformly denied them. What you are in effect requesting is that an FM channel be reserved for you for an indefinite period of time and that you not be required to make any use of that channel in the meantime. The Commission believes that a grant of such a request would be contrary to the intent of the Communications Act . . . and against the public interest in that the public might thereby be denied an FM service which could otherwise be provided by another applicant who is now ready to go ahead. In this connection it should be noted that five applications are now pending for the four Class B channels remaining available for assignment in the Los Angeles area."

NEW MISSOURI OUTLET GRANTED; KVER SHIFT

NEW DAYTIME station on 730 kc with 250 w was authorized last Monday by FCC for Warrenton, Mo., and change of frequency for KVER Albuquerque, N. M., from 1490 kc to 1340 kc was granted. Actions were taken July 16.

Recipient of Warrenton assignment is W. T. Zimmerman, owner-manager of local Vita Theatre and owner of Green Pastures Estate, including airport and air school. Estimated cost of construction for the new station was given as $14,600.

KVER, licensed to Intermountain Broadcasting Co., is assigned 250 w fulltime and is a Mutual affiliate.

At the same time the Commission ordered that its earlier grant of 1 kw day on 690 kc to KSTL St. Louis be modified so that it is subject to the condition that station must satisfy all legitimate complaints of blanket interference, including external cross-modulation, occurring within 250 mv/m contour of WTMV E. St. Louis, Ill. WTMV petition opposing KSTL grant was dismissed. Station is on 1490 kc with 250 w fulltime.

BUYERS discuss, during meeting of auto dealers, their recent purchase of 13 quarter hours weekly on KNX Hollywood for Kaiser-Frazer Corp. through William H. Weintraub Advertising, New York. In discussion (l to r) are: Mr. Weintraub, agency president; Edgar F. Kaiser, general manager, Kaiser-Frazer Corp.; Donald W. Thornburgh, CBS Western vice president, and Henry J. Kaiser Jr., vice president and general manager of Southern California division, Kaiser-Frazer Corp.

MARKET OPENING

23 Quarter Hours in One Day

To Promote Event

UNUSUAL purchase of 23 quarter hours, constituting 16 programs in one day, August 14, was disclosed by Alpha Beta Markets Inc., Los Angeles, to be aired by KNX Hollywood.

Coinciding with firm's opening of a new market in Santa Ana, the CBS outlet will send a team of talent and producers to the community where programs will come from a specially constructed outdoor stage. The entire community is to join in the "salute" with further participation by service clubs, Chamber of Commerce, two newspapers and even other stores joining in promotion of event. Besides the programs, a heavy spot schedule will be used in advance.

Alpha Beta operates 20 super markets in 18 other cities of the greater Los Angeles region and tie-in announcements will advise listeners that those not accessible to Santa Ana will find comparable buys at any of the chain's other stores.

Placed through Warren P. Fehlman Adv. Co., Los Angeles, deal was negotiated for CBS by R. C. Lockman, account executive.

KABC Sued; Candidate Declares He Was Libeled

SUIT alleging "libelous and slanderous" statements has been brought against KABC San Antonio and William Hensley, Bexar County District Attorney. V. E. (Red) Berry, candidate for state senator, filed suit in 73rd District Court charging he had been libeled in broadcast over KABC July 15.

Alamo Broadcasting Co. (KABC) is owned by Texas State Network. Charles B. Jordan, vice president of network, said at Fort Worth that Mr. Hensley's script had been perused by station's lawyers before broadcast. "We don't know what it's all about yet," Mr. Jordan said.

WSEE (TV) to Join ABC

WSEE, television station in St. Petersburg-Tampa, Fla., expected to go on the air early next year, has become the 14th affiliate of the ABC video network. The station, to operate on Channel 7 with 26.2 kw visual, 13.1 kw aural power, is owned by the Sunshine Television Corp., of which Robert R. Guthrie is principal owner and president. ABC television attractions will be supplied WSEE on film until the station joins the network by coaxial cable or radio relay.

5000 WATTS DAY . . . 1000 WATTS NIGHTS

KMLB has more listeners than all other stations combined in Northeastern Louisiana

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious $103,629,000 market reached only by KMLB.

REPRESENTED BY.
TAYLOR-HOWE-SNOWDEN Radio Sales, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO.

New AM Permits Are Issued by FCC

Grants Go to Chico, Calif., And Kittaning, Pa.

NEW STANDARD stations were granted last week by FCC for Kittanning, Pa., and Chico, Calif., while improved facilities were awarded to three existing outlets.

Julian Louis Liebman received assignment of 1 kw daytime on 1600 kc at Kittanning while Sacramento Broadcasters Inc., licensee to KXOA Sacramento, Calif., received Chico facilities of 1 kw fulltime on 1150 kc with directional array at night.

KHSL Chico was granted power increase on 1290 kc from 1 kw to 5 kw, using modified directional antenna. WEAM Arlington, Va., received power boost from 1 kw day on 1390 kc to 5 kw fulltime, directional. KGDM Stockton, Calif., was authorized increase of power from 5 kw to 10 kw on 1140 kc, fulltime. Station will modify its directional array.

WKAZ Norfolk, Va., was granted modification of permit to change frequency from 1220 kc to 1230 kc and change hours of operation from daytime only to fulltime. Power assigned is 250 w. On this action Comrs. Wayne Coy and Paul A. Walker voted for hearing.

At the same time it was reported that WLAY Muscle Shoals, Ala., operating on 1450 kc with 250 w, was granted change of studio and transmitter site from Muscle Shoals to Sheffield, Ala., and KFAR Fairbanks, Alaska, was granted extension of special service authorization for 10 kw fulltime operation on 660 kc until May 1, 1949.

All of the grants except KFAR and WKAZ involve engineering conditions.

Mr. Liebman, Kittanning grantee, is a speech and dramatics student at Allegheny College and during the summer works in the retail store of his grandfather, Philip Mervis, who has agreed to give him $25,000 to build and operate the station. Estimated cost of construction is $21,500.

Sacramento Broadcasters, Chico grantee, is owned by Lincoln Dellar, who is president and 90% owner of Valley Broadcasting Co., permittee of KXOB Stockton, Calif. Estimated cost of the Chico station was given as $24,500.

John K. Goodkind

JOHN KENNETH GOODKIND, 12-year-old son of the founder of Goodkind, Joice & Morgan Agency, Chicago, was killed last Monday afternoon in Jackson, Wyo., when struck by a lightning bolt. The youth, who had been vacationing at a dude ranch, was hit as he ran through sagebrush toward shelter during a thunderstorm. His father, M. Lewis Goodkind, died July 21, 1946. The boy's mother and a sister, Anne, 15, survive.

KAGH Opens AM Station At Pasadena on 1300 kc

KAGH Pasadena, Calif., began AM operation July 22, with Pete Watts as general manager. Mr. Watts formerly was general manager of KYOR San Diego.

Mr. Watts

KAGH is owned by Andrew G. Haley, Washington radio attorney, and operates on 1300 kc with 1 kw daytime. Studios and transmitter are at 800 Sierra Madre Villa, Pasadena. Operated solely as an FM station in the past, KAGH will use AM and FM simultaneously.

Joining Mr. Watts as chief engineer is Ben Leff, who served in a similar capacity at KYOR. Warren Williamson, of KLAS Las Vegas, is chief announcer.

REMOTE PICKUP PLAN OPPOSED BY LINK CO.

FCC'S PROPOSAL to move remote pickup broadcasting out of the 152-162 mc band will "stifle" the growth of this service and work to the disadvantage of broadcasters, manufacturers, and the public, Link Radio Corp. told the Commission last week.

Link's views on the 152-162 mc allocation, presented by Chief Engineer Frederick T. Budelman in a written statement, were in line with those of a number of broadcasters who have protested the proposed move [BROADCASTING, July 19]. Mr. Budelman wrote:

> **. . . Previous action of the Commission has forced this service [remote pickup broadcast] from its former frequencies in the 30-40 mc band and required the expenditure of large sums of money by both manufacturers and broadcasting companies. Now that the 30-40 mc equipment has been obsoleted and amortized, and 152-162 mc equipment fully developed and put into wide usage, the deletion of appropriate channels for its use will immediately stifle any expansion of the remote pickup broadcast service for a long period of time and work a severe hardship on both manufacturers and broadcasters. More important, the public will be deprived of a very valuable service . . .**

The Link company felt the alternate assignments proposed by FCC in the 25-28 and 450-460 mc bands will not permit service comparable to that in the 152-162 mc area. Link also protested FCC's failure to provide experimental channels in the 44-50 and 152-162 mc bands, declaring this omission "will greatly retard the ability of manufacturers to continue to improve the equipment needed for these bands. . . ."

Weir Promotes Neave

RALPH NEAVE JR., who has been associated with Walter Weir Inc., New York, as director of research since the agency was founded in 1945, has been elected vice president in charge of research for the agency, Walter Weir, president, announced last week.

TRUSCON RADIO TOWERS

are Modern- to meet Modern Needs

When the WSBA Broadcasting Company, York, Pennsylvania, planned its completely new and modern transmitter building, it also selected the very best in modern radio tower design. WSBA uses a 380 ft. high Truscon Self-Supporting Steel Radio Tower, to support a 2-bay RCA FM Pylon.

This splendid new tower is typical of the sturdy design, quality materials and skilled workmanship in hundreds of Truscon Radio Towers in America and foreign lands . . . each tower built to exactly meet specific requirements.

Truscon can engineer any type of tower you desire . . . guyed or self-supporting, either tapered or uniform cross-section . . . tall or small AM, FM or TV. Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

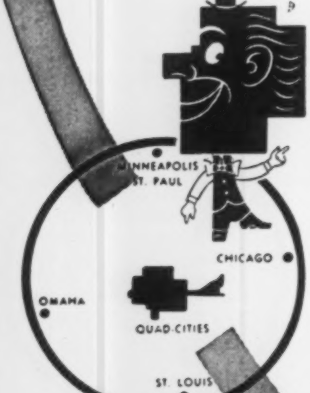
Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

WOC

FIRST in the QUAD Cities

The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"FIRST to keep regular daily logs of all operating details."



WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Col. B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

TV ROLLS ALONG

But Other Entertainment Is Of

WHILE other phases of the American entertainment industry are gradually slipping from their wartime peaks, television appears to be growing like Topsy, and radio income continues to increase.

In terms of profit, radio has fared better than other segments of the entertainment field. While 1947 figures for the others were lower than in 1946, net time sales for radio increased 7.5% or almost $25,000,000. National network sales slipped 1.1%, but they were offset by boosts of 16.6%, 8.1% and 0.5% in local, national non-network and regional network sales, respectively [BROADCASTING, Feb. 15].

Some of the big-name radio stars, however, are not signing up this fall and those who do, in most cases, will probably take salary cuts. Fewer guest-star appearances are planned and those which do take place are expected to be for smaller sums.

And, like movie producers, many radio sponsors are leaning toward lower-budgeted shows. The upsurge in giveaways, which cost little to produce yet attract listeners, is an indication of this trend. Reduction in the price of package shows is another sign that radio, too, is tightening its belt.

This summer's decline in movies, stage shows, night clubs, records and sheet music reportedly is far worse than that of last summer. There is a fear in the industry that even the usual pickup in the fall will not be able to reverse the downtrend.

TV Rise Seems Phenomenal

In view of these circumstances the rise in television seems all the more phenomenal in contrast. According to the *New York Times'* Murray Schumach, who made a study of the situation, "Television has become virtually the only major entertainment field—with the possible exception of some concert programs—to show continued growth. Yet, despite the accelerated pace of video's progress it has not yet begun operating at a profit."

Motion picture executives have been denying that TV has any effect on their business, but as Mr. Schumach points out, "they (movie executives) have made repeated attempts to introduce video screens and many well-known Hollywood figures have already boarded the television band-wagon."

Although the movie industry still shows a profit, statements of the leading studios show as much as 50% drop in the margin for 1947 compared to 1946.

On Broadway there are fewer shows this summer than last and several are reported ready to fold. Night clubs have resorted to numerous tatics to cope with the situation. Summer closings are in abundance.

Some night clubs have tried doing away with minimums to attract business and others have replaced name stars with unknowns to reduce costs.

Tax collections from the sale of records declined 9% in the 1948 fiscal year while the sheet music drop is estimated at 40%.

Reasons for Slump Cited

Reasons for the slump, in the opinion of industry and union officials are:

(1) Increased cost of living has forced people to cut down on luxury and entertainment expenditures.

(2) Return of long-scarce commodities such as cars and household appliances to compete for the dollar. Return of installment buying is also felt to be a factor against entertainment.

(3) Greater choice of diversions available to the public, including television and night baseball.

(4) Higher costs the industry has had to pay but has not been able to pass along.

WGN-TV Selling Spots; Harvey Takes New Post

THIRTY-SECOND and one minute spots are being sold for the first time on WGN-TV, the *Chicago Tribune* video station, William A. McGuineas, WGN Inc. sales manager, announced last Tuesday, coincident with arrival of George Harvey as television sales manager.

Mr. Harvey, who has worked many years for the *Tribune* and WGN, formerly was eastern sales manager for the station.

A one minute live spot on WGN-TV for one time costs $60. Spot charges scale down to $57 each for 13-time contract and $45 each for 312 times. One minute film spots cost from $50, one time, to $37.50 for 312 times. Thirty-second spots range from $40 to $30 each.

KFI to Appeal Refusal To Hear Damage Action

KFI Los Angeles will appeal ruling by Judge Ben Harrison that his court lacked jurisdiction in the $150,000 suit against Superior Court Judge Kenneth E. Morrison, of Santa Ana, Calif., and KVOE Santa Ana.

The station contends Judge Morrison and KVOE conspired to deny its constitutional right when its reporters were denied entry to broadcast a murder trial. Judge Harrison held state law gives Judge Morrison control of his courtroom and that the action was not one of Federal jurisdiction.

MANY NATIONS PLAN TO COVER OLYMPICS

AN ESTIMATED 200 broadcasters from all over the world, including a large U. S. contingent, are gathered in Wembley Stadium outside London for the opening Thursday, July 29, of the XIVth Olympiad.

The BBC as host to the international radio group has set up a "radio center" at Wembley's Palace of Arts built in 1924 to house an art display at the Empire Exhibition. The Olympic Games will be described in broadcasts in virtually all of the spoken languages. Many of the 61 nations competing will be represented by their own radio organizations.

The BBC has estimated that its television coverage of the Olympiad over a 15-day period will equal a continuous session of two days and two nights. The video coverage will show Britain's King George declaring the games open after the Olympic runner has carried the traditional torch into the arena.

U. S. video broadcasters will, of course, be obliged to resort to covering the Olympics by film which will be flown back to this country for projection.

Walker Quits WHN

RUSSEL WALKER Jr. has resigned as senior sales executive with WHN New York, to join the sales staff of John E. Pearson, station representative, New York office. Prior to his association with WHN, Mr. Walker was with WQXR new York.

MEMO to STAN PULVER—
Dancer Fitzgerald Sample:

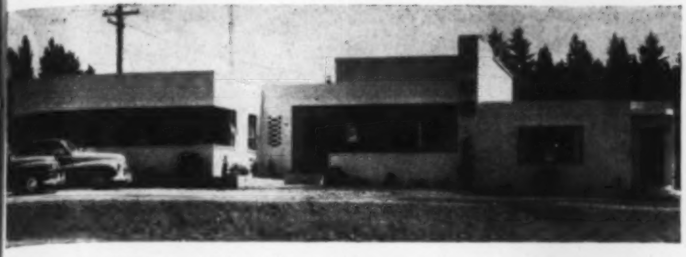
WCKY's "Old Time Vaudeville" with a rating of 8.8 was the ONLY local show to make the top ten Saturday daytime shows* in Cincinnati.

*Pulse, Mar.-Apr. 1948

L. B. Wilson
WCKY
CINCINNATI

50,000 WATTS OF SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY



FACILITIES OF KPUG, new 1-kw fulltime station on 1170 kc at Bellingham, Wash., include this modern structure. KPUG is a Don Lee-Mutual affiliate, and its general manager is Miss Vicki Zaser. Station uses Western Electric equipment.

Dennis Named Assistant Program Chief for WGN

APPOINTMENT of Bruce Dennis, public relations director of WGN, *The Chicago Tribune* station, as assistant program director in charge of operations was announced last Thursday by Frank P. Schreiber, WGN manager, in the wake of the resignation of Buckingham Gunn as program director.

A report earlier this month [BROADCASTING, July 5] that Walter J. Preston, commercial program director, succeeds Mr. Gunn was confirmed. James G. Hanlon, assistant public relations director, assumes Mr. Dennis' duties. All appointments are effective Aug. 2.

Mr. Dennis has been public relations director since 1940, except for 39 months in the Navy during World War II. Mr. Preston had been commercial manager of WGN since January when he left WBBM Chicago where he was in charge of program operations seven years. Mr. Hanlon has been a member of the public relations staff since 1943 and assistant director since 1946.

ZIV Increase

AN UPSWING in business is reported by the Frederic W. Ziv Co., transcription firm with offices in Cincinnati, New York, Chicago and Hollywood. An end-of-the-month survey indicated that the firm sold at least one program every day during June. Receipt of contracts for July, August and September further indicates a new sales record.

NEW RCA TRANSMITTER, ANTENNA FOR WCBS-TV

A NEW RCA transmitter and special antenna have been purchased by WCBS-TV, New York television outlet of CBS, it was announced last Monday.

Antenna will be an array of 16 dipoles mounted on the spire of the Chrysler Bldg. Installation of transmitter and antenna, pending grant by FCC of construction permit, will be completed well before the end of the year, according to William B. Lodge, CBS vice president in charge of general engineering.

Meanwhile CBS-TV headquarters at Grand Central Terminal Bldg., New York, are undergoing complete reconstruction, with new studios being added and other technical equipment already installed.

Proposed TV Reallocation Plan Is Corrected by FCC

FCC July 16 corrected its "typographical errors" in its proposed television channel reallocations plan [BROADCASTING, May 10], and said it will accept comments on revised portions until Aug. 2 and answers to these comments until Aug. 9. Reallocation table, FCC said, should be corrected as follows ("c" denotes community channel):

Belleville, Ill., omit Channel 11-c; Cherokee, Iowa, change No. 2 to 2-c; Iowa City, change No. 11 to 11-c; Henderson, Ky., change No. 4 to 4-c; Owensboro, Ky., change No. 9 to No. 8; Columbus, Miss., change No. 9-c to 10-c; Rocky Mount, N. C., change No. 5-c to 3-c; Portsmouth, Ohio, change No. 12 to 12-c; Ponca City, Okla., change No. 11 to 11-c; Sioux Falls, S. D., omit No. 9.

SOMETHING TO BRAGG ABOUT
WFLB
Population 226,558
Radio Homes 37,025
Buying Income ...$161,529,000.00
Retail Sales ...$151,916,000.00
SERVING
FAYETTEVILLE, N.C.
AND
FORT BRAGG

WORKSHOP ON CHURCH RADIO OPENS AUG. 2

THIRTY-FIVE religious radio directors, ministers and educational leaders will meet on the U. of Chicago campus Aug. 2-27 for the Third Annual Religious Radio Workshop.

Among guest speakers will be Arnold Marquis of the NBC-U. of California Radio Institute; Frank Papp, director of NBC's *Eternal Light;* Ola Hiller, radio director in Pontiac, Mich., public schools; Buell Gallagher of the Pacific School of Religion; Davis Edwards of the U. of Chicago and George Probst, director of the U. of Chicago's *Round Table*.

The conference, sponsored by the Joint Religious Radio Committee in cooperation with the university, will focus lecture sessions on five topics related to religious broadcasting—goals and policies, writing and production, educational church work, relations with the listening public, and training the broadcaster in both the community and the seminary.

New Video Information Service Opened in N. Y.

TELEVISION INFORMATION Service, a subsidiary of Robert S. Keller Inc., radio sales promotion firm, has been opened in New York. Robert Keller, president of the firm, announced its objective as a central source of current information on the facilities, markets and potential audience of commercial television stations.

Questions of subscribers will be answered by telephone, Mr. Keller said, and no attempt will be made to assemble technical data on engineering or production problems. Inquiries on rates and availabilities will be referred to station representatives. Information on set distribution, station equipment, market, program format etc. will constitute the bulk of of the material, according to Mr. Keller.

Price Mention Plan

NEWLY formed British Columbia Assn. of Broadcasters is suggesting a new price mention formula to Canadian broadcasters, to become effective Sept. 1. Price mention in commercials was approved recently by CBC [BROADCASTING, July 19]. British Columbia Assn. is suggesting, through CAB, that price mention be limited "to one price mention, or range of prices, per commercial." One repetition of each price is included also. Other resolutions urged that British Columbia Assn. be given additional representation on CAB board and that radio be advanced in British Columbia through appointment of a promotion committee.

PROMINENT people associated with United Nations are being featured in series of seven short transcribed interviews on "Today's Woman" with Anne Hayes, over KCMO Kansas City. Series began July 19.

Sold out from
12:30 A.M. to 5:30 A.M.

MUSIC...
SPORTS...
24 NEWS...
hours a day

WINZ

FLORIDA'S
BIG
INDEPENDENT
940 kc
clear channel
FULL TIME

●

Primary Signal
covers
GREATER MIAMI
and
Florida's
Rich East Coast
from
the Palm Beaches
to Coral Gables

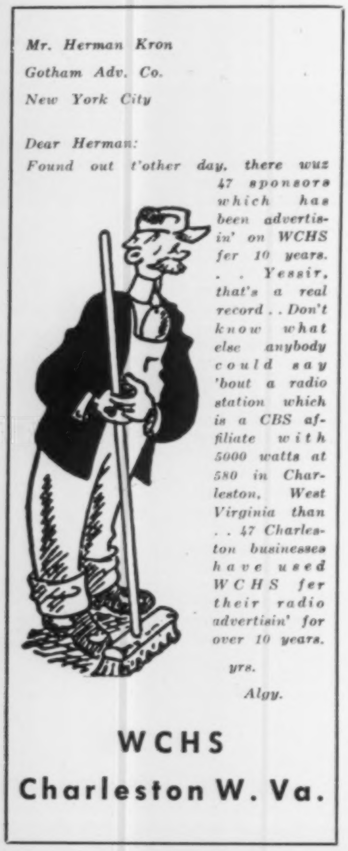
●

Business Address:
WINZ BUILDING
304 LINCOLN RD.
MIAMI BEACH

Studios:
MIAMI, MIAMI BEACH
and HOLLYWOOD

Main Studio:
HOLLYWOOD BEACH
HOTEL

Jonas Weiland, *President*



Mr. Herman Kron
Gotham Adv. Co.
New York City

Dear Herman:

Found out t'other day, there wuz 47 sponsors which has been advertisin' on WCHS fer 10 years. . . Yessir, that's a real record . . Don't know what else anybody could say 'bout a radio station which is a CBS affiliate with 5000 watts at 580 in Charleston, West Virginia than . . 47 Charleston businesses have used WCHS fer their radio advertisin' for over 10 years.

yrs.
Algy.

WCHS
Charleston W. Va.

Baltimore Gag

(Continued from page 24)

any station or newspaper that says anything that might in any way influence a court proceeding.

Justin Miller, NAB president, told BROADCASTING the Maryland courts always have asserted wider contempt powers than those in other states. He declared the case will be fought through the highest state court and then the Supreme Court of the U. S.

"As has been evident from my own public utterances, and from the appearances of broadcasters before Congress and various Federal regulatory bodies, the broadcasters of America have a vital interest in any threat to freedom of speech, regardless of its source," Judge Miller said.

Not Constitutional?

"The Supreme Court of the United States already has indicated in several decisions that the old English rule with regard to contempt, as practiced in Baltimore, does not have proper application under the Constitution of the United States."

Don Petty, NAB general counsel, conferred Wednesday with Baltimore station officials. Further conferences are planned with counsel representing the cited stations—WITH, WBAL, WCBM and WFBR, in Baltimore; WSID Essex, Md., and James Connolly, WITH news editor.

The court citations, handed stations by the States Attorney's office after the action had been widely publicized, are vague in their terms. Previously the stations had been asked by the States Attorney's office to supply scripts for the early July period. Anselm Sodaro, assistant State's Attorney, had made an investigation at direction of two Baltimore Supreme Court judges—Emory H. Niles and John T. Tucker.

The citation orders were filed in Criminal Court. They require the stations to show cause by Oct. 1 why they should not be adjudged in contempt of court. Originally the date had been set for Aug. 16 but it was postponed when the court deferred trial of Eugene H. James, the accused murderer, from Aug. 3 to Sept. 20. The stations are cited for "embarrassing the administration of justice."

WCBM's Roeders Hit Action

George H. Roeder, general manager of WCBM, and Charles A. Roeder, program director, were among broadcasters who spoke openly in criticism of the court's action, calling it a "quirk of censorship."

Joseph L. Brechner, general manager of WGAY Silver Spring, Md., head of a joint committee of the Maryland State, Montgomery and Prince Georges associations, pledged the support of the groups in the proceedings. A formal resolution protesting the plan of the Maryland appellate court committee to make the contempt gag rule statewide in application was adopted in late June [BROADCASTING, June 28].

Phil Austensen, president of the Prince Georges association, and John W. Coffman Jr., president of the Montgomery group, wired WCBM they would join the fight and offered the services of their attorney, Joseph M. Mathias.

A third Baltimore Supreme Court judge, Joseph Sherbow, in an address before the Maryland State Bar Assn. June 24, advocated some easing of Section 9 of the proposed statewide contempt rules. This section contains gag rules similar to those of the city court.

Judge Sherbow said the contempt language is general and so broad it may be misunderstood. He suggested publications should exercise self-discipline in the interests of justice.

Speaking of broadcasting, Judge Sherbow said:

> **"A new medium, radio, has entered the field—and now television. Radio commentators have large listening audiences. Statements on the air, with every sentence the equivalent of a headline, may make lasting impressions and with television the opportunity for influencing the public cannot be measured.**
>
> **"Ordinarily these media of expression and comment do not affect the courts. A day-long trial may be disposed of by a few paragraphs in the newspaper or a moment's comment on the air, leaving the reading and listening audiences with only a partially correct impression of what actually took place in court."**

Judge Sherbow pointed out that Maryland law guarantees an impartial trial of constructive contempt proceedings, since they are not heard by the judge who institutes the charges. Right of appeal to the Court of Appeals exists in these cases, he said.

Rule's Basis for Contempt

The "Baltimore gag" (Rule 904), which has the practical effect of a duly-enacted law, specifies as basis for contempt:

> **"(c) The issuance by the police authorities, the State's Attorney, counsel for the defense, or any other person having official connection with the case, of any statement relative to the conduct of the accused, or other matter bearing upon the issues to be tried.**
>
> **"(d) The issuance of any statement or forecast as to the future course of action of either the prosecuting authorities or the defense relative to the conduct of the trial.**
>
> **"(e) The publication of any matter which may prevent a fair trail, improperly influence the court or the jury, or tend in any manner to interfere with the administration of justice.**
>
> **"(f) The publication of any matter obtained as a result of a violation of this rule."**
>
> **(The rule is construed as applicable only after the person charged with the crime is in the custody of police or other authorities, whether before or after indictment, according to Judge Sherbow.)**

The *Washington Post* editorial chided the court for "the utter futility of the Chinese wall of insulation" it has attempted to build. It said the public is entitled to know the facts in legal proceedings whereas the judges would impose on all of Maryland "the same condition that prevails behind the iron curtain, with the people dependent for accurate news of the functioning of their institutions on what information can pierce the barrier from the outside."

Pryor Assists Fry

DON PRYOR, CBS newsman for the past seven years, has joined the Democratic National Committee as assistant to Kenneth D. Fry, the Committee's radio director. Mr. Pryor had covered the Pacific war areas for CBS and had served on European assignments, returning to this country a year ago. Before joining CBS, he had been editor of a chain of small newspapers in Pennsylvania and previous to that spent three years with United Press.

There's an Island in Texas
COMPLETELY SURROUNDED BY LAND
. . . AND IT'S WORTH $500 MILLION TO YOU
LUBBOCK

There *is* an island in Texas ... the $500 million Lubbock trading area. Can't be reached from Amarillo (122 miles away), Fort Worth (290 miles), El Paso (380 miles), or San Antonio (411 miles). You cover *this* market from the inside. Per capita retail sales for the area's 396,000 consumers are $662.70*—twice the national average.

More local merchants use KCBD than use the other two stations combined.

* *Latest report available: U. S. Census Bureau.*

KCBD
1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.

**HOME OF
P. H. HANES
KNITTING
COMPANY**

Hanes underwear and hosiery are known and worn the world over. Another big industry within sight of the WAIR tower. Just a part of the great market awaiting the buyer of WAIR time.

WAIR
Winston-Salem, North Carolina
Representatives: The Walker Co.

Peron

(Continued from page 23)

11 session, was the authority for this statement. The three-year-old association, if it is to continue to operate successfully, must see to it that the free-speech principles of American radio are maintained, he declared.

The *New York Times* dispatch, after the first paragraph, said:

"The technique in the present instance has been used here often enough to form a definite pattern that foreign correspondents have learned to expect: when embarassing internal trouble rises, or when Argentina is criticized or by-passed in any way, the regime seems always to have foreigners handy upon whom the blame can be placed and against whom popular resentment can be directed.

"The present outburst against Herbert M. Clark, the United States reporter, whose letter and mail dispatch were opened," the dispatch continued, "would appear to have been inspired by a desire of the Peron regime to make the declaration signed by 14 delegations of the recent IABA conference here, deploring the lack of freedom of the air in Argentina, seem the work of plotters, especially North American plotters."

The letter to the "editor of a radio magazine in Washington" [BROADCASTING], said the *Times* story, was "reproduced this morning on the front page of *Democracia* under a banner headline, 'International Intriguers Plot Against the Country'." The *Times* dispatch continued:

"In the accompanying diatribe covering the better part of two pages, Mr. Clark, a correspondent for the *Chicago Sunday Times*, is described as 'a filthy Communist planted in our capital city.' *Democracia* added that his letter and dispatch were being sent to his 'North American accomplices.'

"Carlos Pereyra Rozas, acting chief of the Under-Secretariat of Information, granted tonight that publication of a private letter of a North American citizen might have a disagreeable effect in the United States, but he insisted that it had fallen into the hands of a Buenos Aires newspaper through private channels.

"Senor Pereyra Rozas suggested that the Under Secretariat had been just as surprised by the Clark story as anyone else, and emphasized that any private letter whose text constituted 'interference in Argentine affairs' would be news here if it happened to fall into the hands of an enterprising newspaper."

The United Press dispatch said the "official editorial" recited that the "plot" was revealed by "unquestionable documents," presumably the Clark dispatch to BROADCASTING, and that it was made possible through the help of "Argentine reactionaries ousted by the 1943 revolution."

The UP dispatch continued:

Branding the plot as "treacherous and premeditated," the government said it was "unworthy of the high sense of solidarity and fraternity displayed by Argentina in all international organizations where it is active . . . it will be severely judged by our Latin American brothers."

"The monopoly of North American capitalists, not hesitating to use their own government as a battering ram against our national construction, has set its anti-Argentine interventionist attempts on our current history, first by a blockade of our general activity . . . later bv a lamentable pseudo-democratic diplomacy which is evidently bad neighborliness and negates every honest Pan American ideal, and now through the direct action of the same trusts and monopolies, in complicity with . . . unworthy Argentines."

Goar Mestre, Cuban delegate to the broadcasters congress, issued a statement tracing the course of the resolution which brought about the government barrage.

He said it had been "drawn up by the board of the Inter-American Association of Broadcasters, with the direct participation of each and every one of the fourteen heads of delegations who signed it.

"It was meant to bring out the fact that Argentine broadcasters are not complying with the letter or the spirit of Argentine radio law by denying time to opposition parties," Mestre said.

"In no way was it directed to the Argentine government and I was amazed when I was summoned by the foreign minister this afternoon, in the presence of the Cuban Charge d' Affaires, now acting as Ambassador.

"The foreign minister, in courteous but energetic terms, returned to me a note which the board of the Association had sent to President Juan D. Peron with a copy of the resolution and offering to explain or clarify the terms of the latter, if he so wished.

"The note was rejected and returned to me because it was considered offensive to Argentina," Mestre said.

"This meeting lasted an hour and a half and I tried to explain to His Excellency (the foreign minister) the principles and aims of the Inter-American Association of Broadcasters, reassuring him that the joint declaration was addressed exclusively to Argentine broadcasters, whom we considered bound to comply with the letter and spirit of our statutes defending private and free radio and freedom of expression on the air."

Gifts for Kaltenborn

NBC Commentator H. V. Kaltenborn, on his 70th birthday July 9, received about 4,000 congratulatory messages and many gifts—varying from rattlesnake jelly to croquet sets—as a result of a casual mention of the occasion on the air by Richard Harkness. Mr. Harkness is replacing Mr. Kaltenborn on his Monday, Wednesday, and Friday programs, 7:45-8 p.m., while the commentator is on a fact-finding trip abroad.

NBC Gets OK to Raise Capital TV Tower Height

PERMISSION to increase height of its Washington, D. C., television tower by 12 feet and to install an experimental transmitter was granted NBC last week by the Board of Zoning Adjustment in the Capital.

The board's action was an exception to its zoning regulations. Grant for one year was made when no opposition was forthcoming at public hearing.

The experimental transmitter will be installed at the Wardman Park Hotel in Washington, tower site of WNBW, the network's TV station in the Capital. Using WNBW's tower, NBC plans to duplicate the station's programs experimentally in the 500-mc band [BROADCASTING, May 31].

FIVE HUNDRED radio dealers of Pacific Northwest recently attended Philco radio preview and banquet at Masonic Temple in Seattle. Principal guests were J. M. Otter, Philadelphia, vice-president and national sales manager of Philco, and Cliff Bettinger, San Francisco, Western sales manager for firm.

IN ATLANTA IT'S
WCON
THE ATLANTA
CONSTITUTION STATION

NATIONAL
REPRESENTATIVES
HEADLEY-
REED
COMPANY

679,973,000
Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947.
WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.

WCON
5000 WATTS • 550 KC

BEFORE
you decide on
FALL SCHEDULES
in the
DETROIT AREA
. . . see how much
MORE
you get on
CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.
J. E. CAMPEAU, President
5,000 WATTS • MUTUAL SYSTEM

National Advertisers
When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask
JOS. WEED & CO.,
350 Madison Ave., New York,
They also know about our new
5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA
CHNS
HALIFAX NOVA SCOTIA

IN THE *Unique* SPOKANE MARKET

Where the Average Income per Farm Is 122% above the National Average

KGA's 50,000 WATTS *of Protected Persuasive Power*

Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

Clark Story

(*Continued from page 23*)

real they may be to those affected.

The Assembly did not, however, take any further action, being content to rest for the present with the expression of the hope that the situation will be corrected. No time limit was fixed, but a poll indicates that the situation will probably be re-examined at the end of six months.

The Assembly had reluctantly entered the field of international politics earlier by expressing its moral support of Guatemala in the latter's territorial dispute with Great Britain over Belize, adopting a watered-down resolution after having rejected, on Wednesday, Guatemala's plea for strong action. Mr. Nunn, for the United States and Canada, abstained in the voting on the grounds that he was unable to understand the issue or the debate.

The delegates also voted to present testimonials to NBC and CBS praising their Latin-American programs. The resolution, a back-handed slap at the State Department's "Voice of America" broadcasts, was presented by the Mexican delegation, though members admit it was written by John Royal, vice president of NBC.

Intervening in the debate over the resolution condemning Argentina, Mr. Nunn said:

"The broadcasters of the United States of America, whom I have the pleasure and obligation to represent, have commissioned me to enter into the deliberations of this assembly because of their confidence that this association, through its conscientious, progressive and courageous membership, is dedicated to the defense of the American way of radio.

"We are proud to be a member of what is already a well-conceived, solidly-constructed, capably-directed organization, and shall do everything in our power to contribute to its success. This organization has the courage of its convictions and the power of purpose which can only be transmitted through the energies of free men. We believe that it can continue to be a force in freedom of expression only if these concepts are maintained.

"The principles of this association are forged in high purpose. They are well-defined, clear-cut and easy to understand. It is necessary for them to be perpetuated and supported without qualification if either this association or the principles to which it is dedicated are to endure. Freedom in all of its many and varied forms is the keystone of our declarations. Should it ever be compromised or even challenged, purposely or by accident, its survival is ours to defend if we, as an association, are to justify our existence.

"It may be that there has been a lack of understanding of this association's approach to what most of us consider a full compliance with IAAB's declaration of principles, including freedom of the air. If so, I am certain all concerned desire and will welcome the opportunity to make whatever efforts are necessary to accomplish the proper readjustments with the Argentines toward establishing and maintaining a solid front in the art and practice of radio broadcasting on this Hemisphere.

"I can only assure each and every member of this assembly of a desire on the part of the United States broadcasters, while supporting the resolution just submitted by the Executive Committee, to work toward the end of complete readjustment—with an open mind and with every friendly and helpful consideration.

"The delegation of the United States supports the Executive Committee in its submission of the resolution."

The text of the "Joint Declaration":

"Whereas: The observations of the Executive Committee and the signers of this document confirm the accuracy of the report on Argentine radio circulated to members on February 4, 1948, and

"Whereas: These observations strengthen the conviction of delegates that Argentine radio is accepting official propaganda and excluding opposition political parties, and

"Whereas: The reiterations of Argentine broadcasters that full radio freedom exists, far from disproving the situation mentioned, serve to prove that there is in Argentina a united will to accept limitations of radio freedom equivalent to its abolition, and

"Whereas: This Association is pledged by its statutes, declaration of principles and code of ethics to defend full freedom of expression for radio and to point out all instances of total or partial suppression,

"Therefore, since these meetings have passed without Argentine spokesmen having taken advantage of opportunities to describe frankly the true state of radio in this country, thus adding their efforts to ours in defense of our ideals and common principles, the undersigned, members of the executive board and of the general assembly of the Inter-American Broadcasting Association,

"Resolve:

"1. To declare that freedom of expression has been practically abolished for Argentine broadcasters, as it is understood by our Association;

"2. To point out this state of affairs, which is in conflict with the principles which the IABA defends, and place these facts before the broadcasters of this Association;

"3. To bring the text of this declaration to the attention of the President of the Argentine Republic, with its desire that the great and noble Argentine people may enjoy fully the principles which are at once defended by the IABA and upheld by the Constitutions of all the American States and the United Nations;

"4. To declare that this position is explained only as a defense of the principles laid down in the statutes of the IABA and is in nowise to be regarded as an intervention in the internal affairs of any government, since the sovereign right of self-determination is recognized; and

"5. To express the hope that Argentine radio, freed from its present condition, may join the forces which aspire to the full consolidation of freedom of expression in radio, and that the IABA, given such powerful collaboration from Argentina, may continue marching firmly toward the triumph of its ideals."

The declaration carried the signatures of Canada, the United States, Mexico, Cuba, Costa Rica, El Salvador, Panama, Guatemala, Venezuela, Brazil, Uruguay, Chile, Puerto Rico and Ecuador.

Upcoming

Aug. 5-6: NAB District 2 meeting, Hotel Sheraton, Rochester, N. Y.

Aug. 9-10: NAB Districts 7-8 meeting, French Lick Springs Hotel, French Lick, Ind.

Aug. 12-13: NAB District 9 meeting, Palmer House, Chicago.

Aug. 16-17: NAB Districts 10-12 meeting, Meuhlebach Hotel, Kansas City.

Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Meuhlebach Hotel, Kansas City.

Aug. 19-20: NAB District 11 meeting, Radisson Hotel, Minneapolis.

Aug. 23-25: Western Assn. of Broadcasters, annual convention, Bessborough Hotel, Saskatoon, Sask.

Aug. 24-27: American Institute of Electrical Engineers, Pacific general meeting, Spokane, Wash.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 27-29: FM Assn., annual convention, Hotel Sheraton, Chicago.

Sept. 30-Oct. 3: West Coast Electronic Mfg. Assn., Biltmore Hotel, Los Angeles.

Lamb Expects to Launch Erie TV Outlet by Xmas

EDWARD LAMB, majority owner of WTOD and WTOD-FM Toledo, during a speech last Wednesday before the Erie, Pa., Rotary Club, advised members his company hopes to have its commercial television station, for which a grant has been issued, in operation by Christmas.

The Erie Dispatch, licensee of WTOD and WTOD-FM and permittee of the Erie video outlet, Mr. Lamb said, intends to build a radio city development to house its television and aural facilities. A site has been purchased on State Street and building plans have left the architects' drawing boards, Mr. Lamb said. It is expected that the building will be completed in November, when equipment will be delivered. "One or more" network affiliations have been offered for the video stations, Mr. Lamb told Rotarians.

Currently, a Select House Committee is reportedly planning to investigate the action of the FCC in issuing five grants, within two weeks, to Mr. Lamb, who has been the target of Congressional criticism for alleged Communist associations (See story page 25).

Your Sales Will Rise—

with the climbing rural

income of

THE GREAT AMERICAN WHEAT-BELT!

—get complete coverage with one purchase, thru

5000 Watts
790 kc.
colby, kans.

KXXX

Represented
Nationally by
RURAL RADIO CO.

FCC JUNE REPORT

FCC MONTHLY report for June shows that as of June 30 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total authorized	2,034	1,020	109
On the air	1,800	563[1]	28
Licensed	1,693	142	7
Construction permits	341	772	102
Conditional grants	----	106	---
Total applications pending	1,559	469	324
Requests to change existing facilities	306	5	19
Requests for new stations	575	188	294
Deletion of permits in June	6	12	1
Deletion of licenses	----	----	---
Deletion of conditional grants	----	5	---

[1] Includes 20 conditional grants and 401 construction permits.

Giveaways

(*Continued from page 29*)

giveaway quiz—*Get Rich Quick*. The original jackpot Monday was a paltry $500, but that's just a start. *Go for the House* offers a six-room house with lot and other prizes. The value is, of course, inestimable.

The perennial quiz show, *Prof. Quiz*, awards lighters and fountain pens, in addition to $500 in cash and a set of tires. ABC's daily *Ladies Be Seated* averages between $1,000 and $2,000 weekly in merchandise, and the Abbott and Costello kid show offers $300 in a letter-writing contest every Saturday. (Recently an Iowa housewife garnered $20,000 for writing on juvenile delinquency.) Betty Crocker dishes out $500 a week for "ideal homemaker" essays during her *Magazine of the Air*.

Others include *Personal Autographs*, which awards about $50 worth of record albums, and *Shoppers Special*, with from $10 to $40 per contestant, sum of which could run into about $500. A listener to *Hitching Post*, who submits before July 24 the best letter on "Why I Would Like to Own a Shetland Pony" will come up with the abbreviated horse or $600 in cash.

The Romance Angle

The romance angle is not overlooked. ABC has *Bride and Groom*, for example. Each day it awards to newlyweds an all-expense wedding trip and presents worth up to $1,000. A similar feature is *Second Honeymoon*, which also passes out a trip and merchandise worth $400 to $500. Based on letters from listeners, the show is a natural for those who never had a honeymoon in the first place. It's on the tear-jerking side.

All in all, ABC offered about $52,000 during the period July 12-18 inclusive, which hiked its figure close to that of MBS in the giveaway gallery. Together they comprised between $115,000 and $120,000 of the total offered that week.

NBC's contributions currently are at a minimum, largely because two of its topnotchers in that category—*Truth or Consequences* and *People Are Funny*—are dormant for the summer. But there was *Dr. I. Q.* with a jackpot of $6,000 in the balance (famous quotation contest) and *Dr. I. Q. Jr.*, which offers the kiddies $20 each. Other averages: *Take It or Leave It*, $300; *Double or Nothing*, $180; Horace Heidt's show, $250 top; Bob Hawk's show, $275; and *Quiz Kids*, which throws out four $100 savings bonds to lucky kids. Another, *RFD America*, gives away between $50 and $150 in merchandise, while still another (aired on a limited hookup), *Mind Your Manners*, nets a $25 prize.

CBS prime pots have been *Hit the Jackpot* and *Sing It Again*. Former was at $11,000 July 20, while the latter was broken at $13,000 on the July 17 broadcast. Both are cash and merchandise. The network figures its eight other shows approximate a cool $10,000 each week. Four are daily programs —*Hint Hunt, Grand Slam, House Party*, and *Winner Take All*— averaging $300 per broadcast per program.

Four others—*County Fair, Strike It Rich, Everybody Wins* and *Give and Take*— each average from $500 to $900 per week.

Last week WNEW New York, in whimsical reaction to such givings-over, undertook to provide the coup de grace [BROADCASTING, July 12]. Its "scheme" would require participants to have in their possession at least $100, parts or all of which they stand to lose to charity. Titled *You Can Lose Your Shirt*, it only proves the rule.

Where will radio's excursions into buy-the-listener land end? What counter-attraction will finally silence the jingling of cash registers and blur out the sight of stages bulging with merchandise?

As it stands now, if Mr. and Mrs. John Q. Public wish to break the bank or strike it rich, or just stop the music, they need only take a number to go for the house. They can take it or leave it. In the case of giveaways, there applies in reverse a well-worn adage: "You pays no money and you takes your choice."

As long as everybody hits the jackpot, are people funny wanting to get rich quick?

SIX FM CPs ISSUED; ONE FOR NEW OUTLET

CONSTRUCTION PERMIT for a Class B FM station on Channel 248 (97.5 mc) was granted last week by FCC to Joe L. Smith Jr., Charleston, W. Va., for WKNA-FM there. CPs in lieu of previous conditions were issued by the Commission to five other FM outlets.

Mr. Smith, licensee of WKNA Charleston, received assignment of 22 kw effective radiated power for his FM outlet with antenna height above average terrain of 185 ft.

Following were issued CPs in lieu of previous conditions:

KGO-FM American Broadcasting Co., San Francisco—To change power from 1.6 kw to 50 kw (ERP), and antenna height from 1280 ft. to 1200 ft. (Channel 291, 106.1 mc).

WCOH-FM Newnan Broadcasting Co., Newnan, Ga.—To change power from 16 kw to 4.2 kw and antenna from 360 ft. to 240 ft. (Channel 222, 92.3 mc).

WKBZ-FM Ashbacker Radio Corp., Muskegon, Mich.—To change power from 49 kw to 4.7 kw and antenna from 300 ft. to 230 ft. (Channel 293, 106.5 mc).

WGTR The Yankee Network, Worcester, Mass.—To change power from 6.5 kw to 5 kw and antenna from 770 ft. to 825 ft. (Channel 256, 99.1 mc).

WMFD-FM Richard Austin Dunlea, Wilmington, N. C.—To change power from 13 kw to 11 kw and antenna from 345 ft. to 340 ft. (Channel 242, 96.3 mc).

WJZ-TV Test Pattern

WJZ-TV New York, ABC television outlet scheduled to commence regular programming Aug. 10, has begun test patterns daily on Channel 7 (174-180 mc). Tests are transmitted from 10 a.m. to 10 p.m. weekdays and 10 a.m. to 6 p.m. Sundays.

A NEWS HEAD— —LINER

Missoula, Montana-born, educated

CLARENCE STREIT

"One World" Planner

HEADLINE STATIONS FOR NEWS

The ART MOSBY STATIONS

CBS KGVO 5 KW DAY • 1 KW NITE MISSOULA

KANA ANACONDA BUTTE 250 W • KGFM GREAT FALLS 5 KW IN PROGRESS

MONTANA

THIS IS Magic Valley

AND THIS IS MAGIC VALLEY'S Pioneer STATION

KRGV

1290 KC
1000 WATTS

Affiliated with National Broadcasting Co.
LONE STAR CHAIN

SERVING THE GOLDEN GARDEN OF AMERICA

. . . . Where citrus, vegetables, cotton and poultry brought Valley farmers $130,000,000.00 in 1947 and oil production added another $40,000,000.00 to the Magic Valley income.

KRGV is REPRESENTED BY TAYLOR-HOWE-SNOWDEN Radio Sales inc.

YOU CAN HEAR THE DIFFERENCE
WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

Announced in next week's BROADCASTING

FYI

The fall feature hit

FYI

With universal appeal

FYI

Three quarter-hour platters a week

FYI

For all the family

PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.
WASH., D. C. • RE. 4312

Open Mike

(Continued from page 16)

story totalled 128. So you can see that your support was responsible for approximately 24% of our distribution. That support is appreciated . . .

Lt. Comdr. W. H. Kimmell
Director of Radio
U. S. Naval Air Station
Glenview, Ill.

* * *

Radio Vs. Papers

EDITOR, BROADCASTING:

A pat on the back for Harry Becker of KIMO for his splendid letter in the July 5th issue of BROADCASTING.

Unfortunately it would appear that the radio industry doesn't take its own sales promotion seriously. It is my belief that RADIO DOES GET RESULTS . . . that radio is not dependent upon newspaper aid to produce tangible results.

Here at WSTS we actively combat the newspapers at every opportunity. And with amazing results. . . . We launched a direct mail sales promotion campaign aimed directly at combating newspaper advertising. The success of this campaign is shown by the fact that every newspaper editor in our market has called us "unfriendly" or worse—and by the fact that our time billings per month now are greater than space sales in any two newspapers for a month. Our billings continue to rise, while newspaper space sales appear to decline.

We pull absolutely no punches in our sales promotion letters. All are based on three points: Compare Coverage, Compare Rates, Compare Results. . . .

Robert D. Buchanan
Vice President & General Manager
Sandhill Broadcasting Corp.
Southern Pines, N. C.

Rate Study

(Continued from page 28)

been expedient or necessary at one time, may now no longer be expedient or necessary. Discounts, annual rebates and other special inducements which have become part of accepted practice may now be partly or totally obsolete.

Network conditions relating to the use of full networks, full groups, supplementaries and bonus stations, together with provisions for so-called "full network" discounts, may well be studied in terms of their effect upon advertisers in different categories and with different distribution problems. The whole system of buying by basic, Mountain, Pacific and other territorial groups might be weighed and compared with a system of freer station selection. Discounts on a straight dollar volume basis must be studied. Minimum purchases, qualifications for the exercise of "split network" station selection, contiguous rates and multi-product rates are all legitimate matter for study at this time.

5. The relationship of time periods to each other, such as the 100-60-40 relationship established between one hour, half-hour and quarter-hour periods is another subject which we believe bears some examination. Other more complicated relationships of this type, such as the cost of five quarter hours per week at 200% compared with a single program lasting one and one quarter hours at 125%, are points which will undoubtedly come to the mind of your committee when we go into this phase.

6. The arbitrary setting of day rates at one-half of night rates is another subject which we think needs a thorough going-over. For one thing, this relationship was set before the days when we knew much about the difference between day coverage and night coverage; it was set before the days when we had reliable data about the available audience day or night; it was set without study of "cost per thousand" in women's magazines compared with general magazines; in fact it bore no relationship to anything except the idea that there were presumably two adults at home in the average family in the evenings and only one adult at home in the daytime. Average ratings for day programs versus night programs certainly did not enter into it, although such averages have sometimes been used as a general justification for the present practice. As we now know, some stations are worth more in the daytime than they are in the evening, while in many other cases, it is very questionable whether the day rate should be exactly half of the night rate. This might also be the place to reconsider so-called "transition" rates.

7. Rate protection, the effective dates of rate increases, and other similar rate card provisions could also stand some looking at, we believe.

We have commenced a thoroughgoing study of this whole subject, and we welcome your cooperation and helpful interest. Such a study will take time, of course, and we do not intend to jump to any conclusions. That is why we are asking you to look at all of these matters in an open-minded way, to put on the table all the pros and cons and other possible ideas that anybody on your committee may have. I cannot stress too strongly that our main thought is to establish what is wrong with the present rate structure and then cooperate with everybody concerned to put it right.

If, in doing this, we are able to work out some suggestions which will be of value to the other networks and to the whole radio industry, we shall be very glad. In fact, we have already stated that we would give the results of our studies to the industry. We believe that this is important, for the good of radio as well as for the benefit of those who use it. It can be a truly constructive contribution to better advertising, and we look forward to working with you and your committee to this end.

Golf Prize

COMBINATION AM-FM receiver, donated as a golf prize by Ed Wheeler, owner of WEAW (FM) Evanston, Ill., was won July 14 by Angus Pfaff, part owner and manager of WNMP, Evanston's AM station. In making the presentation Mr. Wheeler said, "With hundreds of people waiting to be converted to FM, imagine my chagrin when the prize went to my worthy AM rival." Mr. Wheeler's feelings were not helped when Mr. Pfaff replied, "Mr. Wheeler's generous gift has overwhelmed me. I still haven't made up my mind whether to use it in WNMP's reception room."

SALES and earnings of Admiral Corp., Chicago, hit an all-time high in first half of 1948, Ross D. Siragusa, president of firm and its subsidiaries, has reported. Total sales of $27,386,344 was $5,837,558 more than during same '47 period. Civilian sales (non-government) jumped 51%. Net earnings, $1,237,297, increased $382,841 from 1947. Increased earnings in second quarter were attributed to Admiral's entry in the video field Feb. 1.

Station Transfers Get FCC Approval

Total of $64,000 Is Involved In Three Transactions

THREE STATION sales transactions, involving WLBG Laurens, S. C.; WIGM Medford, Wis., and WXNJ-FM Glenbrook Township, N. J., were approved last Wednesday by FCC.

WLBG was granted voluntary transfer of control from L. C. Barksdale and associates to James C. Todd for $8,000. Mr. Todd already owns 5.9% interest in station, obtains other holdings at par. Sellers: L. C. Barksdale, 7.8%; Robert L. Easley, 33.3%; Kenneth Baker, 13%; W. C. Barksdale, E. D. Eeasterby, H. B. Gray, L. G. Galle, C. P. Roper and R. H. Roper, each 7.7%. WLBG is assigned 250 w day on 860 kc.

WIGM received consent to voluntary assignment of license from Dairylands Broadcasting Service Inc. to George F. Meyer, 20% owner of Dairylands, for consideration of $30,000. Price includes his one-fifth interest in assignor, valued at $20,000. Dairylands is licensee of WDLB Marshfield, Wis., where it also holds an FM authorization. Other owners of assignor, each with equal interest, are Lloyd L. Felker, Lyman A. Copps, Carl M. Doege and Corin A. Kraus. WIGM is assigned 250 w fulltime on 1490 kc.

In WXNJ-FM transaction, Harold O. Bishop, sole owner, assigns permit to WXNJ Inc., new firm in which he holds one-third interest as president, for $26,000 consideration. He invests $8,000 in assignee. WXNJ Inc. also is owned one-third by W. T. Wright, vice president, having oil and textile interests, and one-third by Stavid Engineering Inc., New Jersey firm. D. F. Sander, organizer and 19.6% owner of Stavid, is secretary of WXNJ Inc. WXNJ-FM is assigned Channel 280 (103.9 mc).

Joins Kiesewetter

ORMONDE RUSSELL, former account executive and in the copy department of Goold & Tierney Inc., New York, has joined Kiesewetter, Wetterau & Baker Inc., New York, in a similar capacity.

CHANGING YOUR ADDRESS?
then...
RUSH US A CARD
OR EVEN BETTER
BEAT ON THE TOM-TOMS
OR SEND US A LETTER,
GIVE US A RING
USE RADIO, TOO
BE SURE TO TELL US
WHEN YOUR ADDRESS IS NEW.

BROADCASTING
NATIONAL PRESS BLDG.
WASHINGTON 4 • DC

Armstrong

(Continued from page 21)

Dr. ARMSTRONG

which RCA named the 'Ratio Detector' did not operate according to the teachings of plaintiff's patents, and in other and diverse ways induced many members of the radio industry to believe that it was safe to infringe plaintiff's said patents, that RCA would protect them from the consequences of such infringement or that they did not require licenses under said patents if they held licenses under RCA's patents, thereby causing a large part of the radio industry to infringe upon and disregard plaintiff's patents, all with the deliberate intention of impairing the value of said patents and with the effect of preventing plaintiff from obtaining a fair and reasonable reward for the inventions covered by said patents."

Temporary Injunction Asked

The complaint asked the court to grant a temporary injunction pending the outcome of the trial, and thereupon a permanent injunction "against all further infringement of said patents . . . and for an assessment of all damage caused to plaintiff by defendants infringement of said patents . . . for a judgement for a sum three times the amount found as actual damages sustained, for an assessment and award of costs and attorneys fees against defendants, and for such other and further relief as this court may deem just and proper."

The suit was filed for Dr. Armstrong by the law firms of Cravath, Swaine, Moore and Byerly, and Townsend & Watson, both New York, and William Prickett, Wilmington, Del.

Dr. Armstrong issued the following statement in announcing filing of the suit:

"In 1933, when the basic patents were issued to me covering the invention of the FM system, it was accepted not only by the public but by the best engineers in radio that static, being a natural phenomenon, would, like the poor, always be with us.

"Today, as FM is coming into general use, its listeners know that static is no longer a 'necessary evil' of radio. That fact was spectacularly demonstrated recently, when an ill-timed thunder-storm virtually blanketed out reception by ordinary radio of Mr. Dewey's nomination as a Presidential candidate. In many areas along the Eastern seaboard only those people listening on FM radios could actually hear his acceptance speech. Similar electrical disturbances also took place during President Truman's acceptance speech.

"It is a matter of long-standing public record that, immediately upon issuance of my FM patents, comprehensive and exhaustive demonstrations of the new system were carried out for the ablest engineers and the top executives of the Radio Corporation. For a year and a half those demonstrations, using equipment specially constructed for the purpose, located atop the Empire State Building, were made for the benefit of the Radio Corporation and the National Broadcasting Company. They were given the first opportunity to put the new invention into public use but declined to do so.

"The National Broadcasting Company showed no interest in giving the public the type of superior reception that FM affords and which everyone now accepts as an accomplished reality. It therefore became necessary for me as a private individual, and at a cost of several hundred thousand dollars, to build at Alpine, New Jersey, the FM station whose performance has since set the standards for FM broadcasting throughout the world.

"Even after my station was in regular operation and fully demonstrating that FM could give a superior service, RCA and NBC continued to show a lack of interest in improving the public's radio facilities, and it was left to the small independent broadcasters to carry on in the pioneering of FM.

"Before the outbreak of World War II, many independent broadcasters had seen FM's advantages and had begun to build FM stations. By the outbreak of the war there were some 50 transmitters on the air and half a million receiving sets in the hands of the public. Up to that time, RCA, the leader in the industry, had not furnished the public with a single FM receiver.

War Stopped FM Growth

"The outbreak of war stopped the growth of FM broadcasting but stimulated its use for mobile communication and radio relaying. FM was universally used by the American Army for its tanks and other vehicles and by the Navy in all landing operations after Tarawa.

"Today there are nearly 600 FM broadcasting stations on the air in the United States, and set production is in the millions per year. FM is definitely on the way toward permanently obsoleting AM radio. It has not only revolutionized broadcasting, but has opened up many new applications for radio communications—in the mobile police and emergency services, for private truck, taxi and bus fleets, in railroad transportation and communication, and for facsimile transmission.

"FM is now in process of displacing the land telegraph lines. The Western Union Telegraph Company is operating a large number of communication channels over FM relays between New York and Philadelphia and has embarked on a nation-wide program of replacing its wire lines with FM radio links.

"Once the success of FM was assured, by the efforts of others than itself, RCA changed its mind about the virtues of FM, and not only began manufacturing FM equipment on a large scale but commenced offering to license others to produce an "RCA brand" of FM.

"Therefore, in protection of my rights and those of my licensees, this suit has been instituted. It will be vigorously prosecuted because RCA's brazen attempt to appropriate my inventions strikes at the very basis of the rights of all inventors and those companies who, under patent laws of the land, are willing to take the risks invoved in bringing worthwhile inventions into public use."

EDWARD C. BONIA, general sales manager of Bendix Radio and Television, has announced district merchandiser appointments closing important markets. This leaves only a few national territories as yet unannounced in new direct factory-to-dealer merchandising program recently inaugurated.

Representation

(Continued from page 21)

a station's time a network may control by option, and (2) the provision forbidding networks to fix the rates a station may charge for non-network advertising.

'Cloaked' Control Charged

The association argued that "if the network is permitted to act as sales agent for its affiliates, it obtains effective operating control over all hours of the broadcast day. In its capacity as network it controls the option time. Under the cloak of national representative it controls all the rest. Moreover the network, having in its own hand all available time on the station, will naturally jockey the placement of national spot sales to increase the spread of hours under option by holding open additional desired time for network operations. Nor can it be assumed that the network will push a national spot sale of a station time which the network desires for network operations. . . ."

At the same time NARSR protested to FCC, it sent a copy to the Justice Dept. charging that the practices were in violation of the anti-trust laws. The association contended the practices would eliminate "competition on the sale and control of time between national spot advertising on individual stations and advertising via network programs." The Justice Dept. has not acted upon the complaint.

In calling the hearing, which will be held before the Commission *en banc*, FCC named NARSR, the four major networks and DuMont Television Co., operator of a television network, as parties to the proceeding. Any other person who wishes to take part may do so if he notifies the Commission not later than Sept. 30.

Pressure Complaints Cited

FCC's letter to ABC bluntly relayed complaints of network pressures, citing specific meetings and dates and enumerating "threats" allegedly made by the networks to some of its affiliates. Text of the letter follows:

The Commission has received a number of complaints alleging that the American Broadcasting Co. has formulated policies and engaged in conduct designed to induce affiliated stations to surrender their responsibility and discretion in the selection and scheduling of network programs in contravention of Secs. 3.104 and 3.105 of the Commission's Rules and Regulations.

These complaints indicate that responsible officials of your network, including its president, have expressly told network affiliates at various station conferences and meetings, among them the meeting of the network's Stations Planning Advisory Committee in New York on Feb. 25, 1947, and a meeting of the Second District ABC Affiliates held in Dayton, Ohio, on May 27, 1947, that it is essential to the operation of ABC that all affiliates accept all commercial programs offered by the network and so arrange their programming that it will be possible to clear time for network programs, if they become available.

The complaints allege that certain stations which have rejected a number of network programs offered by ABC, either in network option time or station option time, have been threatened with the loss of their station affiliation contracts, and that in some instances stations which have shown a willingness to substitute locally originated programs for the programs of the American Broadcasting Co., or which have on occasion rejected network programs which they believed were not in the public interest, have been told they must either change their policy and accept all the network programs offered them, or lose their affiliation contracts.

100% Cooperation Expected

Copies of reports of ABC station affiliation meetings have been submitted to the Commission, indicating that at such meetings responsible officials of your network informed the affiliates that 100% cooperation with the needs and requirements of the network is expected even where such compliance would necessitate operation by the station contrary to representations previously made to the FCC concerning their proposed program policies.

Finally, it has also been alleged that, in pursuance of these policies, your organization has offered such stations contracts for renewal of their affiliation agreements providing for termination of the contract at the will of the network within appreciably shorter periods of time than is normally provided for in your standard affiliation contracts.

In view of the seriousness of these allegations and the questions raised thereby with respect to the Commission's network regulations, and particularly Secs. 3.104 and 3.105 of the Commission's Rules and Regulations, it is requested that you submit to the Commission at your earliest convenience a complete statement as to the past and present practices and policies of your network with respect to the right of affiliated stations to carry non-network programs during station option time, their right to reject any network programs which they believe are not in the public interest, and their right to substitute at any time local programs which they believe would better serve the public interest than the programs offered during such times by your network.

It is also requested that you submit a full statement concerning the facts and circumstances surrounding your negotiations for renewal of affiliation contracts with Station WING Dayton, Ohio, in 1947, Station KPRO Riverside, Calif., during the same year, and with Station WJW Cleveland, Ohio, in both January 1946 and January 1948.

By Direction of the Commission:
T. J. Slowie,
Secretary.

HE FIRED HIMSELF

WBAP Director Hough, Former —Announcer, Views Medium

AMONG "folks who do not like radio" may be numbered the "old-timer bunch," writes Harold Hough, radio director of WBAP Fort Worth, in his "Hired Hand" column in the station's monthly promotion newspaper.

"I know," says Mr. Hough, "because in the beginning I became tangled with the mike and it took me nearly ten years to unravel. But broadcasting grew up and the boys with lace on their tonsils moved in, and I went back to sleeping nights."

Mr. Hough, who is also circulation manager of the Fort Worth *Star-Telegram*, and vice-president of Carter Publications, owner of WBAP, once was an announcer under the nom-de-mike of "The Hired Hand."

He explains further: "I did win some sort of a world record, however, as I am the only announcer who ever fired himself because he was rotten. Not all of my class consider they sacrificed themselves for the benefit of the art."

William Webb Gets New Promotion Post at NBC

WILLIAM E. WEBB, former manager of television audience and institutional advertising for NBC, has been named to the new post of manager of NBC audience promotion for both television and radio. Jacob A. Evans, former manager of NBC radio audience promotion, has been appointed manager of advertising and promotion of the national spot sales for both television and radio. The positions were created under the network's expansion program of television operations.

Mr. Webb

N. D. Games on WCFL

ENTIRE schedule of Notre Dame football games, except for the one with Navy, will be broadcast by WCFL, Chicago Federation of Labor station, Howard T. Keegan, general manager, announced Wednesday. Schedule includes: Sept. 25, Purdue; Oct. 9, Michigan State; Nov. 13, Northwestern; Nov. 27, Washington; Oct. 2, Pittsburgh; Oct. 16, Nebraska; Oct. 23, Iowa; Nov. 6, Indiana; Dec. 4, Southern California. The Navy game will be played Oct. 30.

Text

(*Continued from page 21*)

effect of present practices and agreements for the representation of broadcast licensees for the sale of national spot advertising.

2. To determine whether any contract, arrangement or understanding, express or implied, between any broadcast licensee and any network organization with which such licensee has an affiliation contract, by which the network secures any rights, exclusive or non-exclusive, to represent the licensee in the sale of national spot advertising or any other advertising or commercial time over the facilities of such licensee when not engaged in Chain broadcasting are in violation of Sections 3.101-3.108, 3.231-3.238, or 3.631-3.638 of the Commission's Rules and Regulations.

3. To determine, in the event that such advertising representation contracts, arrangements or understandings between broadcast licensees and any network organization are not in violation of the foregoing sections of the Commission's Rules and Regulations, whether the making of any such contracts, arrangements or understandings with network organizations by broadcast licensees are in any way contrary to the public interest, and whether the Commission should adopt any changes, amendments or additions to its Rules and Regulations with respect to such contracts, arrangements or understandings.

AND IT IS FURTHER ORDERED, That the National Association of Radio Station Representatives, the Columbia Broadcasting System, Inc., the National Broadcasting Company, the American Broadcasting Company, Inc., the Mutual Broadcasting System, and the DuMont Television Company, BE AND THEY HEREBY ARE made parties to such hearing. Any other person wishing to appear at the hearing should notify the Commission of their intention to do so by filing a notice of appearance in triplicate with the Commission on or before the 30th day of September, 1948.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowie, Secretary

In the Public Interest . . . .

REBUILDING a church which will cost $400,000 is a big job, but Bertha Huse, the "Polly" of *Shopping With Polly* program over WLAW Lawrence, Mass., thinks it can be done, and she is putting all her efforts into the project. Early this year the Calvary Baptist Church, where Mrs. Huse is superintendent of the junior department, was totally destroyed by fire. To begin her rebuilding campaign, Mrs. Huse put each of the 40 children in her department to work selling candy bars at six cents per bar. In a short time they had raised $500 and they are still working. Next she organized a fashion show and with the help of one of her radio sponsors, A. G. Pollard Co., the event drew 3,500 guests. Series of speaking engagements before church groups, business and professional women's clubs and other organizations was her next step. For these appearances she receives a special fee and voluntary contributions from her audience. Every penny she raises is added to the building fund which is growing daily.

* * *

CKNW Serves Flood Area

AIR TIME, service of employes working long overtime, and money were contributed by CKNW New Westminster, B. C., during that area's worst flood in over 50 years. Emergency messages were broadcast throughout the day every day, informing listeners in the stricken areas where they could receive aid. Some $1,343 in donations to the Flood Relief Fund was received by CKNW in the first five days and forwarded to the local Board of Trade. Twenty-four newscasts were aired daily with special flood bulletins. CKNW's sponsors also contributed time and money. One large chain of furniture stores, Forst's Ltd., broadcast special announcements to all in the flooded area who have accounts with them to the effect that their accounts would automatically be written off the books.

* * *

Wins Service Award

IT DOESN'T take years of operation to become an "in the public interest" station, as proved by WQXI Atlanta, Ga. After its third week on the air WQXI was awarded the silver medallion for meritorious service and outstanding cooperation by the Georgia division of the American Cancer Society. WQXI not only scheduled numerous spot announcements and programs for the drive, but it also produced two special broadcasts, featuring Anita Colby, Freddy Deland and Graham Jackson. During these shows, each 2½ hours long, the station accepted telephone requests from listeners who would pledge $1 or more to the Cancer Society. Pledges came in at an average of more than 200 an hour and, as a result of the shows, Graham Jackson was awarded a medallion for outstanding individual achievement.

Join Seidel Agency

JAMES S. PATTY, former general manager and advertising director of *Mayfair Magazine*, and Donald G. Button, former sales promotion and advertising manager of Swern & Co., Trenton, N. J., have joined Seidel Advertising Agency Inc., New York, as account executive and merchandising counselor, respectively.

'Town Meeting' on TV

ABC Tuesday night series *America's Town Meeting* will be televised simultaneously on the network's Eastern television hookup following the August 10 opening of WJZ-TV, New York outlet. It will be offered for cooperative sponsorship. Originating in New York's Town Hall from 8:30-9:30 p.m., the series will be fed via WJZ-TV to WFIL-TV Philadelphia, WMAL-TV Washington, WAAM Baltimore and WNAC-TV Boston. In addition, programs will be filmed and flown to ABC affiliates not yet served by coaxial cable or radio relay systems.

Workshop Speakers

RADIO representatives of Great Britain and France are scheduled to address the sixth annual KYW Summer Radio Workshop for teachers, according to Gordon Hawkins, education director of Westinghouse Radio Stations. Among those scheduled to address the classes: Lillian Lang, of BBC program operations department; Edward Gruskin, New York program director of Radiodiffusion Francaise.

Birmingham Project

CONSTRUCTION has begun on the new home of WSGN, WSGN-FM and WAFM-TV, all in Birmingham, Ala., according to a joint announcement by Thad Holt, president of Voice of Alabama Inc. (WAPI) and general manager of WAFM, and Henry P. Johnston, executive vice president of Birmingham News Co. and managing director of WSGN and WSGN-FM. The new facilities will be on a 36-acre tract known as Radio Park on Red Mountain overlooking Birmingham. New 560-ft. tower will beam FM and TV programs of WSGN-FM and WAFM-TV. WSGN and WSGN-FM eventually will move all offices and studios to Radio Park except the AM transmitter, located at Fair Park.

'Port Huron' Tes
Delayed to Aug. 2

Trial of KPRC Suit for Ruling On Political Law Postponed

COURT HEARING on the KPRC Houston suit to set aside FCC's interpretation of the political broadcast law [BROADCASTING, July 19] was postponed last Thursday to Aug. 2 by Judge Thomas M. Kennerly of U. S. District Court at Houston, where the suit was filed.

The hearing date was re-set by agreement of attorneys for both KPRC and the FCC, to give them more time to prepare their cases. FCC had not yet filed its answer to the suit but reportedly plans to do so within a few days, although normal procedure allows 60 days for this purpose.

The suit is designed to settle the conflict between state libel laws and the Commission's views expressed in its WHLS Port Huron renewal decision [BROADCASTING, Feb. 2] that stations may not censor political broadcasts for libel or slander but will not be held responsible in event of civil or criminal suits. The Texas Attorney General has announced that the state's libel laws will be enforced, regardless.

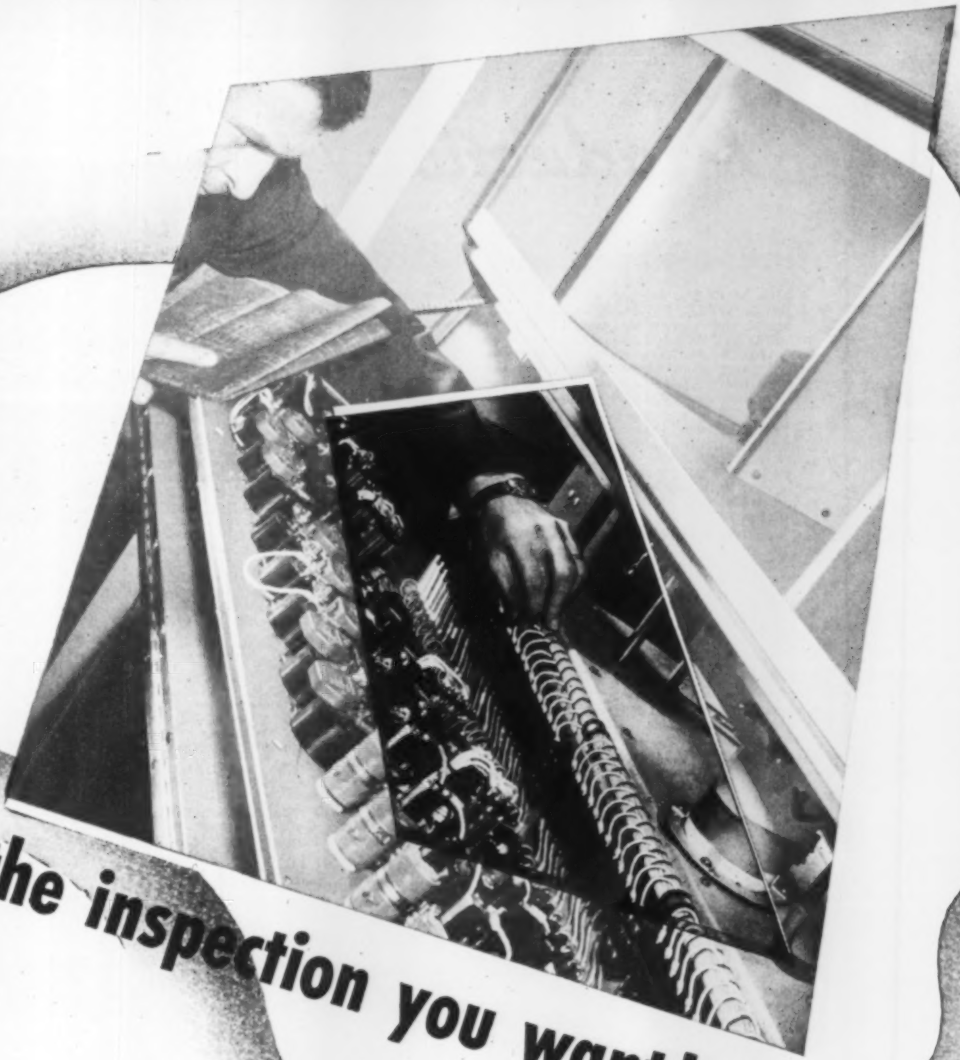
KPRC officials feel the issue—fundamentally a states' rights question—will ultimately reach the U. S. Supreme Court and be settled there once and for all.

The issues involved were pointed up in another Texas city—Dallas—where a political broadcast carried by KABC resulted in a libel suit against the station the day after KPRC filed its complaint against the Commission (*see separate story, page 58*).

Jack Harris, manager of the *Houston Post*-owned KPRC, summarized the need for clarification of the status of FCC's Port Huron decision: "Stations in Texas are now in the position of facing revocation of their licenses if they do censor political speeches, and the possibility of heavy libel suits if they don't."

Air Dixiecrat Session

STATIONS of the Mid-South Network, plus additional outlets in Mississippi, carried the entire proceedings of the Dixiecrat (States Rights) Convention held in the municipal auditorium at Birmingham, Ala., July 17. Details of the session, at which Gov. J. Strom Thurmond of South Carolina was nominated for President, were announced by Bob McRaney, general manager of Mid-South. In addition to covering proceedings, the network presented interviews with Gov. Thurmond and other leading figures. Broadcast was aired by WCBI Columbus, WELO Tupelo, WROB West Point, WMOX and WMOX-FM Meridian, WROX Clarksdale and WSLI Jackson, all in Mississippi.



get the inspection you want!

. . . in the NEW Westinghouse FM Transmitters

Three basic elements of design determine how easy your transmitter is to inspect . . . safety, accessibility and visibility.

Here's how these features stack up in the new Westinghouse FM transmitters.

Safety . . . All front and rear access doors are electrically interlocked and provided with high-voltage grounding for safety of operating personnel.

Accessibility . . . All key circuits are contained in 2 drawer-type chassis, accessible from the front of the transmitter.

The centralized control panels drop forward, exposing components and wiring. All components are accessible through full-length rear doors.

Visibility . . . All tubes are seen from the front of the transmitter. Log meters are at eye level. They have 270° anti-parallax scales with white on black numerals. Large windows in the rear doors permit quick, easy visual inspection.

It's these important elements . . . found in advanced form in Westinghouse FM transmitters . . . that protect your investment and forestall obsolescence . . . simplify maintenance and inspection . . . and keep you on the air.

Your Westinghouse salesman is anxious to show you how these features benefit you; or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features . . .

- **replace tubes in a matter of seconds.**
- **"finger-tip reach" for all tubes from FRONT of transmitter.**
- **only one control to adjust output power.**
- **S. W. R. indicator monitors operating conditions of transmitter line and antenna.**

J-02147

Mr. C. C. Smith can help you in the Southeastern area

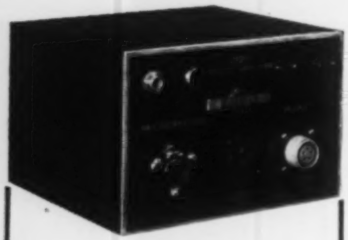
Your Westinghouse transmitter salesman has at his finger tips all the facilities to help you solve all your broadcast problems . . . from planning to operation. Mr. C. C. Smith, one of several Westinghouse Electronic Sales Engineers assists him throughout the Southeastern area. Since his student days at Georgia Tech, he has spent twelve years with the Westinghouse Radio Division, assuming his present duties in 1946.

FIRST OF ALL

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE



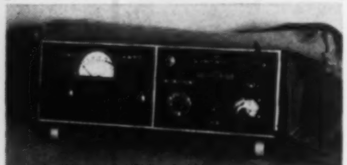
Collins 212Y Remote Amplifier

High Fidelity

SINGLE CHANNEL

The Collins 212Y is a well designed, extremely compact, completely accessible single channel unit suitable for dance orchestra and newsroom pickups, sports broadcasts and any other applications where fast setup is important. The low cost of the 212Y also suggests its permanent installation at points where pickups are made regularly.

Because of its simple construction, installation and operation, the 212Y can be handled by non-technical personnel without fear of program failure. The 212Y is normally a-c operated. If d-c operation is also required, it can be accomplished with a Collins 412C-2 battery box and batteries. Merely exchanging the d-c battery box plug for the a-c plug permits quick change from one type of operation to the other.



212U 2-channel Remote Amplifier

The 212U consists of a 212Y amplifier and a Collins 60H mixer, both mounted in a single aluminum cabinet. The mixing controls are ladder type attenuators, having db calibrations on the front panel. The master gain is the volume control on the 212Y. The 212U may also be either a-c operated, or d-c operated by means of a Collins 412C-2 battery box and interconnecting cable.

For more complete descriptions, write for the Collins Speech Equipment and Accessories book.

Collins Radio Company

CEDAR RAPIDS, IOWA

11 West 42nd Street
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COLLINS

Production

JOHN McCLAY, former program director at WPEN Philadelphia, has been appointed program coordinator at WCAU-TV Philadelphia. He succeeds **DONALD S. McCAY**, resigned. Veteran of over ten years in radio, Mr. McClay began his career as announcer at WPG Atlantic City, and was general manager of WBAB Atlantic City.

AL BEAUMONT has joined WTMJ-TV Milwaukee, as staff director. Other new personnel added to television staff include: **JOE FOX**, artist; **ART UHLMAN**, newsreel photographer; and **JOHN SHERIDAN** and **JOHN KLEIST**, television floor men.

REG ROOS, former announcer and news editor of KRKO Everett, Wash., has joined KRLC Lewiston, Idaho, as program director.

EDITH MILLER, former assistant to continuity director of KFAB Lincoln, Neb., has joined script department of WTAG Worcester, Mass.

LOU ROCKE, chief announcer of WCCM Lawrence, Mass., has resigned to join WCAX Burlington, Vt.

LAWRENCE E. FRAZEE, formerly with WESA Charleroi, Pa., has joined continuity department of WJBK Detroit.

EDDIE GALLAHER, disc m.c. and sportscaster of WTOP Washington, will become morning man, effective Aug. 2, on station's early morning show, "Sundial," taking over 40 minute section relinguished by **ARTHUR GODFREY**, m.c. of show. Mr. Godfrey will retain two periods of "Sundial" show.

LYDA FLANDERS, home economist, has joined WTAG Worcester, Mass., as hostess of "Modern Kitchen" program.

CURTIS MATTIES, former chief continuity writer of KWTX Waco, has been appointed fulltime instructor in radio department of Baylor U., Waco. He had been teaching on a part-time basis.

GRACE MITCHELL has joined WMAR-TV Baltimore, as television script writer.

JACK CLARK, announcer, formerly with KSFH-FM San Francisco, has joined KROW Oakland, Calif.

TOM STINSON, program manager of WRBC Jackson, Miss., has resigned to enter Graduate School at U. of California.

ROBERT HIESTAND, production manager of KFI Los Angeles, has been named producer-director in charge of auditions for KFI-TV and will be replaced on KFI by **PAT KELLY**, executive producer.

BARBARA CORNELL, former copywriter with KGEM Boise, and WCOS Columbia, S. C., has joined KIDO Boise, in similar capacity, replacing **CAROL POULSON**, daughter of Rep. Norris Poulson who resigned to assist her father in his campaign for re-election.

ROGER STEBBINS, formerly with WOPF-FM Oswego, N. Y., has joined announcing staff of WJTN and WJTN-FM Jamestown, N. Y.

WALT NIELSON, program director of WCCC Hartford, Conn., recently underwent operation, but continued his morning show from hospital. **JOE GIRAND**, WCCC disc jockey, also has been hospitalized for tonsil operation.

ELDER MICHAUX, well known radio personality, is now heard over WASH (FM) Washington, Sunday, 7-7:30 p.m.

THOMAS H. COWAN, senior announcer for WNYC New York, who has been with the station since it went on air in 1924, last week was awarded plaque and citation by New York's Mayor O'Dwyer for his coverage of the "New York at Work" parade on June 12.

ROD KLISE, former announcer at WIND Chicago and KHQ Spokane, and since 1946 with KING and KOL Seattle, has rejoined staff of KHQ.

JAMES HENNESSY, announcer at KXOK St. Louis and **HELEN HAGEN**, of KXOK news department, were married July 17.

JOHN TRIMBLE, staff announcer of WBT Charlotte, N. C., has organized Trimble School of Radio Announcing. Classes are held evenings twice a week and offer courses in all phases of radio announcing.

PAUL SNIDER has resigned from KFVD Los Angeles announcing staff. He has announced no future plans.

THELMA RITTER, radio actress and wife of **JOSEPH MORAN**, vice president and associate radio director of Young & Rubicam, New York, is in Hollywood for role in "Letter To Three Wives," currently in production at Twentieth Century Fox studios.

JIM CAPUTO has joined announcing staff of KEEN San Jose, Calif.

GEORGE SNELL, program manager of KEEN San Jose, Calif., has been elected to board of directors of city's Symphony Assn.

VERNON WHITE, formerly of KSFO San Francisco, is doing two-hour morning strip show on KEEN San Jose, known as "Vernon's Varieties."

GEORGE DVORAK and **ROLLIE THOMAS**, announcers of KFI Los Angeles, have been promoted to announcer-producers.

L. A. "Speed" RIGGS, "tobacco auctioneer" on NBC "Jack Benny Show" and "Your Hit Parade," was recently named honorary mayor of Reseda, Calif.

In the News

DURING recent "Community News" program over KXGI Fort Madison, Iowa, announcer Hal Hampton was handed a flash. In his best professional style he related to listeners that an automobile was on fire down in front of the station. Fire department had situation under control and was looking for owner of blue Ford, license No. 33-3537. There was a pause—then announcer Hal Exclaimed: "Good gravy, that's my car."

Broadcasters in Nevada To Meet Semi-annually

ARTICLES of incorporation have been filed for the newly organized Nevada State Broadcasters' Assn., founded July 7 at a meeting in Reno. By-laws were approved and officers elected, with meetings to be held semi-annually at Reno and Las Vegas.

Officers elected were: H. G. Wells, KOLO Reno, president; R. E. Goebel, KLAS Las Vegas, vice president; Merrill Inch, KWRN Reno, secretary-treasurer.

Also represented at the organization meeting were KOH Reno; KXXL Reno; KATO Reno; KENO Las Vegas and KRAM Las Vegas.

10th ANNIVERSARY

Glenn and Lenore Credited With Over 3,000 Shows

Glenn (r) and Lenore cut tenth anniversary cake during luncheon given by WOOD.

* * *

TENTH anniversary was celebrated recently by Glenn and Lenore, boy-girl street interview team of WOOD Grand Rapids.

Occasion was marked by a luncheon at the Rowe Hotel which was attended by 55 mayors and civic leaders from all parts of Western Michigan.

A booklet containing background material on Glenn and Lenore, their pictures and pictures from a number of their broadcasts was distributed by the station. The booklet pointed out the many locations from which they had broadcast and the numerous civic projects backed by them. Over 3,000 broadcasts and interviews with more than 15,000 people are credited to the team.

WOOD is now under the ownership of the Grandwood Broadcasting Co. following approval by FCC in April of its purchase by Harry M. Bitner and others from ABC.

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Impromptu Show

WVLK Versailles, Ky., a Mutual affiliate, inadvertently spent a few brief moments on NBC July 14. Gordon Brown, disc spinner on *Club Burley* closed his local show early to permit the station to join Mutual for a word picture of Convention proceedings. Instead, NBC's *Just Plain Bill* introduced to the Mutual audience. *Club Burley* was quickly resumed and continued until AT&T got the lines untangled.

RCA Distributing Large Screen Video Projectors

TELEVISION projectors which produce life-size images, demonstrated by RCA Victor during the Republican National Convention and Louis-Walcott fight, are now being distributed to areas served by the video networks, RCA declared last week.

Designed specifically for large audiences, the sets produce pictures that may be tailored to suit screen sizes ranging from three by four feet to approximately seven by nine feet. RCA Engineering Products Department developed the projectors, which are now in quantity production.

Telestatus

(Continued from page 18)

video. Like 20th Century-Fox and U-I, MGM is reported to be looking over Earle C. Anthony TV operations in Los Angeles (KFI-TV) with an eye to affiliation or buy-in. MGM operates FM station KMGM Los Angeles and also controls WHN New York (Marcus Loew Booking Agency).

Several of the more astute independent name producers such as Hal Roach, David O. Selznick, John Ford and Cecil B. De Mille have indicated specific plans to produce motion pictures especially for television. Other top executives are safeguarding their industry positions by buying into television companies. Producer Edward Lasker individually has applications pending for Denver, Salt Lake City, Seattle, Fresno, and Portland, Ore.

The film industry as a whole has done little television research, depending upon outside interests to carry on that work, and thus came in for severe criticism during the recent Society of Motion Picture Engineers' convention at Santa Monica, Calif. Motion picture technicians on their own, however, have been studying with keen interest the possible relation of their field to video. There have been frequent seminars with film studio and also TV engineers as authoritative speakers.

The movie industry has also been cautioned on numerous occasions by various of its leaders to "accept television and cooperate" or get lost in the shuffle.

There are many who believe that the motion picture industry holds the controlling reins — a combination of production facilities which can be easily adapted to make special video films. The chief factor is programming and the money to push rapidly through a television entertainment format to meet the growing demands of the public.

Samuel Goldwyn has frequently championed the cause of video. At a recent luncheon for Mark Woods, ABC president, and other members of the network at Goldwyn Studios, conversation had a direct bearing on the future working relations of motion pictures, aural radio and the new visual medium.

"Television will have a twofold advantageous effect for pictures and radio," Mr. Goldwyn declared. "It will force the elimination of many of the poor films from which this industry suffers, because people will not desert their television receivers to see anything but the best that the motion picture theatres can offer. And, by the same token, it will eliminate many inferior radio programs, because television audiences will demand entertainment vastly superior to anything that has been asked of radio."

Jesse Lasky, pioneer film producer, feels that "films, instead of viewing video as an enemy, should consider it an adjunct." Enthusiastic about video as a medium for plugging and building up new stars and pictures, he recently cautioned that "the film industry had better get very close with television soon, somewhere, somehow."

Television may become the much sought-after means of attracting the nation's 55 million non-habitual film goers to theatres, in the opinion of Frank Capra, ace producer-director. The film industry will be losing a good bet if it doesn't take advantage of opportunities offered by television, he declares.

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Allied Arts

JOAN SINCLAIR, formerly with Kenyon & Eckhardt, New York and later with Roundtree Productions, has been engaged by Roger White Productions and Leonard Traube Assoc., New York, to direct "Meet Mrs. America." Miss Sinclair, freelance writer, has been retained by Roundtree as radio consultant. **BARBARA HOTCHKISS**, previously with Benton & Bowles, New York, has been signed as script writer for the show.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, announces three series of television films are currently under production—"Television Closeups," "Going Places With Uncle George," and "Public Prosecutor"—and scenarios are being prepared for 18 separate programs. In addition, Fairbanks is producing series for NBC to be launched in Mexico City. As yet untitled, 26-week program will feature Hollywood players supported by Mexican actors with Mexican technicians handling production.

INTERNATIONAL NEWS SERVICE has announced purchase of its Telenews weekly newsreel by 11th station, WSPD-TV Toledo, Ohio. Program is sponsored by Chevrolet dealers in Toledo.

ANTHONY CAPONE, formerly of Perlowin Studios, has joined O'Brien & Dorrance, New York, specialist in promotion, as member of art department.

WORLD VIDEO Inc., New York, is preparing audition presentation for new series of half-hour dramatic television programs in cooperation with Actor's Studio Inc. Programs will be adapted from one-act plays and short stories selected by **JOHN STEINBECK**, novelist, playwright and vice president of World Video.

LARRY HARDING, Rochester, N. Y., has been appointed Western New York and Canada representative of Ronald Dawson Assoc., New York.

RICHARD BRADLEY Assoc., a division of National Recording and Film Corp., has opened new Chicago offices in Michigan Square Bldg., 540 N. Michigan Ave.

SHAMUS and **MAXINE CULHANE** have been signed by Bonded Television, Hollywood, to do animation.

BERNARD T. LOFTUS, formerly with Universal and Columbia Pictures, and before that chief of editing for U. S. State Dept., has joined Jerry Fairbanks Productions, Hollywood, as head of cutting department. Also added to staff are **GEORGE MARSH**, and **STUART O'BRIEN** in editing department, and **DON CHU** as apprentice cutter.

Equipment

JOHN J. MORAN, sales manager of accessory division, Philco Corp., has been appointed special television representative. He will aid **FREDERICK D. OGILBY**, manager of Television Sales, in expanding sales program as new video stations go on the air. He also will aid Philco distributors in territories where video is just getting under way.

HAROLD W. SCHAEFER, radio and electronics engineer in charge of engineering development and research for Westinghouse Electric Corp., has been named assistant manager of Westinghouse Home Radio Div. He will continue in charge of product development and research activities with headquarters in Sunbury, Pa.

JOHN C. VAN GROOS, has been appointed field engineer for Calif., Nev., and Ariz., representing Shallcross Mfg. Co., Collingdale, Pa.

G. E. GUSTAFSON, vice president in charge of engineering for Zenith Radio Corp., Chicago, was awarded the President's Medal of Merit at Chicago Assn. of Commerce and Industry luncheon July 14 for his war work as chief of the firm's engineering research. He aided in production of war material and the V-T proximity fuse.

RADIO RECEIVING TUBE warehouse of **RAYTHEON MANUFACTURING Co.**, Newton, Mass., has been moved into new quarters, designed to speed up handling of tube orders. Other warehouses are located in Chicago and Los Angeles.

On All Accounts

(Continued from page 12)

on the Gregory Hood program, and was producer and director on the *Ozzie & Harriet* show. When the agency was appointed to handle the Hunt Foods account, Mr. Scalpone forsook production for contact work on the account. But in 1946 he returned to the talent orbit and was named manager of radio production of the Hollywood office. He remained in that capacity until Oct. 1, 1947, when he resigned from the agency and took what he terms a long needed vacation.

On July 1, 1948, Mr. Scalpone completed the circuit to New York to join McCann-Erickson as manager of that agency's radio production.

The Scalpones have been married for eight years and have a daughter Suzanne, 6, and a son Russell, 3. The family lives in Greenwich, Conn.

Al Scalpone spends his leisure time taking motion pictures of his children and occasionally goes fishing for mackerel. He is also an excellent cook, excelling in Chinese and Italian dishes as well as continental dishes—the continent in this case being North America.

WHEN the projected Statler Hotel in Los Angeles is completed, it is expected to have a television set in every room. Hotel chain claims it was first to have a radio set in every room, the first to have bath in every room and television's first is expected to be likewise enjoyed by the chain.

ST. LOUIS TO TRY FM IN TROLLEYS, BUSSES

MORE THAN a thousand busses and streetcars of the St. Louis Public Service Co. may be equipped with FM receivers to pick up, on a regular basis, specialized radio fare from KXOK-FM St. Louis, if tests in August prove successful.

Officials of the transit firm have agreed to install receivers of Transit Radio Inc. of Cincinnati in 20 busses for experimental service starting Aug. 4, C. L. (Chet) Thomas, general manager of the *St. Louis Star-Times* radio properties, announced July 19.

The busses will be assigned to various city routes, on a rotating basis starting Aug. 4, Mr. Thomas said. An independent survey organization will measure the degree of public acceptance during the trial period. A decision on permanent radio service to the vehicles will be reached when results of the tests are available.

KXOK-FM has been experimenting with various program formats and plans for broadcasting music, short news broadcasts, weather reports, time signals and other brief announcements. During trials, broadcasts to the vehicles will be conducted 16 hours daily.

Radio Engineers to Hold Coast Session Sept. 30

ANNUAL West Coast convention of radio engineers will be held Sept. 30 at Biltmore Hotel, Los Angeles. More than 1,000 are expected to attend, according to Loyd Sigmon, KMPC Los Angeles chief engineer and general convention chairman.

Program will include an audio symposium, six technical sessions on broadcasting, computers, measurements and measuring instruments, electronic devices and military equipment, and the presentation of papers by 29 outstanding speakers on latest advances in techniques, processes, ideas and materials.

Movie and radio studio visits and fashion teas are planned for wives of convention delegates.

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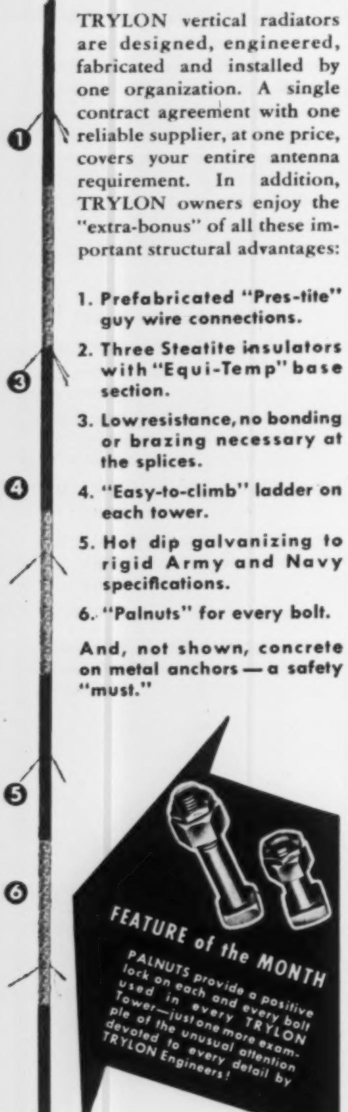
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Technical

FRANK HARR, former consultant and engineer of WJJL Niagara Falls, N. Y. and WORD Spartanburg, S. C., has been appointed technical director of KGVO Missoula, and KANA Anaconda, Mont.

WILLIAM J. LOYD Jr. has joined engineering department of WSB Atlanta, as control room operator.

MAX DAY, formerly with KIDO Boise as engineer, and recently on faculty of Boise Junior College, has rejoined station in similar capacity.

WILLIAM ROSE Jr., formerly with WKOB North Adams, Mass., has joined WCOP Boston, as control room engineer.

PAUL H. LEE, chief engineer of WHOM Jersey City, N. J., has resigned to return to active duty as lieutenant in USNR.

RCA TUBE Dept., Camden, N. J., has announced that Klystron tubes, of importance in ultra-high-frequency microwave work, are now available for commercial use from RCA tube distributors. First of type to be offered are types 2K26 and 2K25, now used principally in microwave relay equipment for television transmission. Klystrons may be used to transmit or receive microwave signals.

HARRY MASON, chief engineer of KCSJ Pueblo, Col., and his wife, Lee, formerly in charge of women's activities at KCSJ, are the parents of a girl, Katherine Lee.

TRANSRADIO Ltd., London, Eng., has announced availability for export of its Co-ax air-spaced articulated R.F. cables. Specialized coaxial cables are used for all purposes of research and production where extremely low capacitance and attenuation values are essential, firm states. Types offered are "A"—low attenuation cables; "M"—general purpose; "C"—low capacitance types. Immediate deliveries for export.

Turntable

WALTER MURPHY, former assistant manager of magazine division of CBS Press Information, has been appointed director of press department of Columbia Records Inc.

ALVIN E. UNGER of Frederic W. Ziv Co., and **GUY HERBERT** and **SPENCE CALDWELL**, of All-Canada Radio Facilities Ltd., Ziv Canadian distributor, held conference recently in Toronto to make plans for distribution of Ziv television films in Canada. Ziv New York offices have announced that D. H. Holmes Co., New Orleans department store, has renewed Ziv's "Favorite Story" for second year over WDSU New Orleans.

OLIVER W. NICOLL, vice president and national director for U. S. of Towers of London, international transcription firm, who recently returned from London where he directed number of dramatic shows aimed for U. S. transcription market [BROADCASTING, June 7], announces firm has started "Record of the Month Club" program over Radio Luxembourg.

NBC RECORDED SERIES, "Touchdown Tips with Sam Hayes," had been bought by 28 stations last week, to begin this fall for 13 weeks. Stations include: WALA Mobile. WAPX Montgomery, Ala.; KFPW Fort Smith; KARK Little Rock, Ark.; KFQD Anchorage, Alaska; KBOL Boulder, Colo.; WLAK Lakeland; WDBO Orlando; WEAR Pensacola, Fla.; WNEX Macon, Ga.; KIPA Hilo, KHDN Honolulu, Hawaii; KANS Wichita, Kan.; KPLC Lake Charles, La.; WGFG Kalamazoo, Mich.; KGVO Missoula, Mont.; WFNS Burlington, WRAL Raleigh, N. C.; WHKC Columbus, Ohio; WHGB Harrisburg, Pa.; WAPO Chattanooga; WJHL Johnson City, Tenn.; KTSM El Paso; KRIG Odessa, Tex.; WMMN Fairmont, W. Va.; WEAU Eau Claire; WJPG Green Bay, Wis.; and KGGM Albuquerque, N. Mex.

BRUNSWICK RECORD Corp., wholly owned Decca Records Inc. subsidiary, has been formed to market phonograph records through independent distributors. New firm's location is 50 W. 57th St., New York.

ALL-STEEL TURNSTILE television antenna of WJZ-TV New York, ABC's key video station which is to make its debut in August, is hoisted on top of pylons built on roof of New York's Hotel Pierre. Structure weighs 8,000 pounds and has an overall height of 50 feet. Six grill-like objects are TV electrical centers. WJZ-TV, operating on Channel 7 (174-180 mc), will radiate a video signal of 30 kw.

Featured in Movie

NEWLY released motion picture, "Canon City," released by Eagle-Lion Studios, gives prominent part in cast to KRLN Canon City, Col. Based on documentary facts and filmed on the spot, movie features KRLN as it remained on the air with coverage throughout the sensational prison break at Colorado State Penitentiary last December. Two local women who were prominent in event are also seen in the movie.

Truman Acceptance Talk Sent Out to 77 Stations

DEMOCRATIC National Committee last week sent out 77 transcriptions of President Truman's acceptance speech for use on stations around the country. Due to the lateness of the hour at which it was originally broadcast, many stations were not able to carry the speech at the time, although some carried a rebroadcast the following day.

The transcriptions, carrying an open and close by Wallace Gade, assistant radio director of the Committee, were sent to state and local Democratic organizations which in turn will place them on local stations. Some stations have signified their intent to carry the speech as a public service, while others feel that it can no longer be classed as a public service broadcast once the nominating convention is over and the campaign is on.

ANA Program Chairman

DONOVAN B. STETLER, advertising director of Standard Brands Inc., has been appointed program chairman for the 39th annual meeting of the Assn. of National Advertisers, set for Oct. 25-27 in New York's Waldorf-Astoria Hotel. The first two days will be restricted to association members and invited advertiser guests, with the final day open to representatives of advertising media and agencies.

New Business

(*Continued from page 14*)

June 8, *Radio Carabins* on 11 CBC French stations, Wed. 9-10 p.m. Agency: Spitzer & Mills Ltd., Toronto.

Adpeople • • •

WILLIS WHITE, former assistant advertising manager of Swift, Chicago, named associate advertising manager of Gaines Div., General Foods Corp.

ED L. MORRIS, vice president in charge of advertising for Pabst Sales Co., Chicago, transfers as vice president in charge of sales and advertising for Los Angeles Brewing Co. (Eastside Beer), recently acquired by Pabst.

HENRY H. STERLING resigns as advertising and sales promotion manager of Pacific Coast Div., United Cigar-Whelan Stores, to return to agency field.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Marks

YOURS

On Transcriptions: LANG-WORTH—Airlane Trio, Tito Guizar, Joe Sodja Trio; WORLD—Marian Francis; STANDARD—Dennis Day; ASSOCIATED —Xavier Cugat.

On Records: Vaughn Monroe—Vic. 20-2984; Xavier Cugat—Vic. 26384; Jimmy Dorsey—Dec. 25121; Eddy Howard—Col. 37995; Andy Russell—Cap. 10112.

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Programs

RECORD SHOW with a studio audience is highlight feature of WNAF Providence, R. I., and it is an unusual disc show. Sponsored by local photo shop, Union Photo, program's newest gimmick is "shooting" the audience. Mark Sheeler, disc jockey of "Mark Remarks," takes pictures of his studio audience when they are caught off guard. Another feature which pulls studio audience is competition for such prizes as free cameras and film.

Swim for Missing

PERSONS missing questions asked by quizman on new WCSI (FM) Columbus, Ind., interview program are literally "all wet" at end of show. In place of usual man on the street program, WCSI has started new Sunday series titled "Your Man at the Pool." Program originates from Columbus municipal Donner Park and consists of interviews with people visiting new pool and park. Participants missing questions are gently thrown in the pool.

'First in Sports'

SLOGAN of "First in Sports" was amply illustrated recently by WVJS and WVJS-FM Owensboro, Ky., when in one evening stations carried three feature sports events from widely separate towns. Starting at 7 p.m., listeners were switched to Evanston, Ill., where WEAW furnished WVJS with description of Olympic track and field trials in which Owensboro boy was participating. Following trials, local boy was interviewed. At 8 p.m., Sportscaster Ross Gordon was picked up from Clarksville, Tenn., where attraction was Kitty League baseball game between Owensboro and Clarksville. During baseball game, WVJS engineers were transcribing play-by-play account of basketball game between U. of Kentucky and Phillips 66 Oilers. This was aired following baseball game.

Health Campaign

DISTRICT OF COLUMBIA area was blanketed last week with spot announcements and feature programs inaugurating opening of year-long educational and control program on gonorrhea. Cooperating with D. C. Health Dept. in drive were D. C. area stations WINX WMAL WOL WRC WTOP WWDC WQQW and WOOK. U. S. Public Health Service, Washington, reports this is "pilot campaign," successful results from which will be developed into widespread national project to be operated by the national organization through its district offices.

TV Against Weeds

AS PART of its campaign in promoting the anti-weed drive in Cleveland, Sherwin-Williams Co., Cleveland, manufacturer of DDT product, Pestroy, a weed killer, used a 15-minute television program on WEWS Cleveland. Program, titled "Goodby Weeds," emphasized the Pestroy product. Newell-Emmett Co., New York, is the agency.

Distinguished D.J.s

EARLY MORNING listeners to WRAL Raleigh, N. C., are accustomed to hearing a city councilman perform as disc jockey, since WRAL Manager Fred Fletcher, who conducts "Tempus Fugit," was elected to the council last year. But this month over a dozen distinguished persons have been lined up for the job. Mr. Fletcher is taking his vacation and he has selected 13 "pinch-hitters" to take over his program, one each morning. Heading list is North Carolina's Secretary of State Thad Eure. Other guest emcees were selected from Raleigh's civic and business leaders. They will not only have to read commercials and spin records, but also will be called upon to tell a fairy tale, regular feature which Mr. Fletcher began over three years ago.

Another Revolt

CITIZENS of Rome, Ga., have expressed their desire for a new and before-unmentioned candidate for President. In a mock convention, carried as a feature of "Coffee Club" on WROM Rome, listeners were invited to cast their ballots by telephone. Chairman of the convention was George Eubanks, "Coffee Club" m.c. Candidates nominated were President Truman, Sen. Russell of Georgia, Gov. Laney of Arkansas, and Woodrow Woodpecker. As the votes piled up, Woody Woodpecker gained a tremendous majority well exceeding the two thirds rule. When making his acceptance speech, Mr. Woodpecker stated, and we quote, "Hu Hu Hu Haa Hu!"

Firemen Report

HONORARY membership in 55 Central New York State volunteer fire departments paid off recently for Robert F. Doubleday of WSYR Syracuse, enabling him to get scoop on early morning fire in Phoenix, N. Y. Shortly after he had signed WSYR on the air, Mr. Doubleday received telephone bulletin from fireman friend who was calling from East Syracuse Fire Dept. Ten minutes later another out-of-town fireman called with all details. These men had just returned from the fire and conversations were held on open mike, giving dramatic coverage to fire. Later two other firemen friends called to round out story.

Same Tune, Four Ways

UNUSUAL record show which will feature only one tune during entire program starts today over WTOP Washington. Titled "Variations on a Theme," Mon.-Fri. show will feature one popular song as theme each day. M. C. Lee Vickers will play four versions of song as recorded by various artists. Between records he will talk about history of tune, personality of composer and events behind each version of tune. Show, which is replacing "Date With Jerry," is written by Larry Beckerman and produced by Edwin Halbert.

Freedom Series

DOCUMENTS carried in the Freedom Train are basis for series of eight quarter-hour dramatic shows being aired over WLW Cincinnati, Sundays at 12:30 p.m. Documents to be used as material include a letter written by Christopher Columbus to Ferdinand and Isabella of Spain, describing his adventures and discoveries in the New World; Caesar Rodney's letter describing little-publicized ride of that signer of Declaration of Independence which led to ratification of Constitution, and John Peter Zenger's letter, written from prison to readers of his newspaper, deploring opposition to free press in America. Series will conclude Sept. 5.

Trading Post

STUDIOS of WFIL-TV Philadephia have been turned into trading post packed with items large and small as result of success of "Swap Shop" telecasts. Jack Steck, m.c., invites viewers to sumbit description of articles they want to trade. If items are small enough, televiewers are invited to bring them in; if too large, items are described. When offer is made, Mr. Steck arranges meeting between owner and bidder. No charge is made for service. Items, which have provided considerable audience interest. range from offer of Consolidated-Vultee Army trainer plane and $1,000 to boot for new Buick, to air pistol for radio. Show is telecast Thursday at 8:30 p.m.

'Flight 615'

FEATURE STORIES in history of aviation, current aviation news and guests from fields of aviation are blended in new program, "Flight 615," recently started over WGKV Charleston, W. Va. Aired Sunday, 6:15-6:30 p.m., program is piloted by Hugh Jacox, district sales manager of Capitol Airlines. Aviation has become of particular interest to citizens in Magic Valley since completion of airport there. Because valley afforded no suitable site for airport, tops of two mountains, 385 feet above city, were leveled off and valley between them filled in with earth from mountain tops, to complete one of country's finest airports.

Fashions From New York

TO DETERMINE first hand what is going on in the world of fashion, Alice Brewer White, woman's director, WTAR Norfolk, Va., last week made a trip to New York to gather material for her "Woman's World" program. With Mrs. White went WTAR microphone to pipe the show back home. Four days last week she broadcast from NBC New York studios, giving on-the-spot descriptions of various phases of her visit, plus interviews with outstanding personalities. She was a guest of New York Dress Institute's 11th annual Press Week.

'Hangar Talk'

INFORMAL DISCUSSION on aviation subjects and how it affects people of Buffalo is heard each Sunday evening over WKBW in new show titled "Hangar Talk." Leading aviation people of Buffalo formulate weekly panel with visiting aviation dignitaries joining in while in the city on aviation business. Subjects included are military developments, private aviation developments and progress made in field of helicopters and jet propelled missiles.

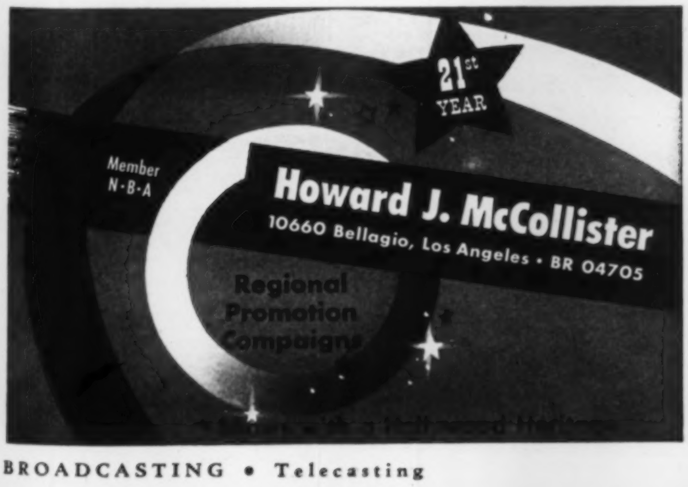
Aired on Shortwave

SHORTWAVE broadcasting of "The Greatest Story Ever Told," religious series sponsored last year on ABC by Goodyear Tire & Rubber Co., was to begin July 25 by World Wide Broadcasting Foundation. Program, aired to 58 foreign countries, Sundays at 4:45 p.m., is broadcast from recordings of original programs. Program will resume domestic broadcasts on ABC Sunday, Sept. 12.

Sports Show

SOUTHWEST Sports and Vacation Show, to be held April 30 to May 8, 1949, in Dallas, Tex., will be co-sponsored by WFAA Dallas and "Dallas Morning News." Show is strictly nonprofit, station reports, intended only to encourage outdoors recreation and sportsmanship. WFAA will originate broadcasts from show, which will include sports celebrities.

"AN AMERICAN ABROAD," CBS series to point out U. S. citizens' reactions to foreign customs and events, is to debut on the network Thursday, July 29, 6:15-6:30 p.m. Series, produced by the CBS news department, is to originate each week from a different foreign country.



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RCA Victor 20-3025

TONY MARTIN

It's You or No One and It's Magic

RCA Victor 20-2862

BUDDY MORENO

I Went Down To Virginia and When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along

RCA Victor 20-3053

DEEP RIVER BOYS

That's What You Need to Succeed and Ain't Misbehavin'

RCA Victor 20-2998

PEE WEE KING

Quit Honkin' That Horn and Forty-Nine Women

RCA Victor 20-2995

ROY ROGERS

Don't Fence Me In and A Gay Ranchero

RCA Victor 20-3076

—JOE LOSS—

A Tree in the Meadow

RCA Victor 20-2965

RCA VICTOR RECORDS

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager wanted for station, midwest town 15,000. Excellent opportunity for right man. Box 121, BROADCASTING.

Manager wanted for 250 watt daytime with 1000 watt FM in good midwest town 15,000. Prefer man who has several years experience and proven ability as manager or commercial manager. Replies will be held strictly confidential. Box 120, BROADCASTING.

General manager wanted by large midwest station serving entire state. Must have at least five years managerial experience. State age, experience, salary, etc. all in first letter. All our personnel know about this ad. Write Box 156, BROADCASTING.

Manager for independent station in the East. Successful sales background. Salary $5200-$7000 year plus part of profits. Box 138, BROADCASTING.

Salesmen

Wanted. Experienced salesman, also good continuity writer for spot announcements and some shows. Thousand watt daytime station. Send full details to WTND, Orangeburg, S. C.

Transcription salesmen — All sections. Popular line for jingles, shows. Top commissions. Give territory and other representations. Box 966, BROADCASTING.

Salesman contacting radio stations to sell radio productions. Commission. Box 912, BROADCASTING.

Aggressive Salesman—for lively 250 watt independent in competitive Southern city. Salary and commission or generous commission. Box 101, BROADCAST.-ING.

Result-producing salesman. Regional network station top Iowa market. Excellent chance for right man to make money. Prefer midwestern man. Send photo. Position immediate. Box 893, BROADCASTING.

Announcers

Announcer. G.I. Immediate position. Send disc. WAND, Canton Ohio.

Sportscaster. Top salary for top announcer in outstanding small market. Platter, photo, details now; interview later absolutely necessary. KFLW-ABC, Klamath Falls, Oregon.

Announcer-engineer wanted. Announcer with first class license. Start at $60 for 40 hour week. Must be experienced all phases announcing and control board. Don't apply unless you're looking for a permanent job. Send references and full details including audition disc, via Air Mail to KMVI, Wailuku, Maui, Hawaii.

DIRECT SELLER!

Direct Sales announcer needed by 5 kw, Mid-west net affiliate with established mail-pull rep. If you can pull mail AND orders, send disc (preferably air-check), photo, and facts to BOX 965, BROADCASTING.

Wanted: Established Mutual affiliate needs announcer-newscaster capable of handling play-by-play football. Apply KVOP, Plainview, Texas.

Wanted announcer. If you've got what we want you've got a good job. We need an aggressive man with a real sense of showmanship. Knowledge of sports helpful. This is a good opening on a 5000 watt NBC station in midwest with chance for advancement. Box 107, BROADCASTING.

Announcer. Regular shift; football. Detail experience. Box 64, BROADCASTING.

Wanted, experienced announcer for North Carolina regional. Permanent. Good opportunity. Personal interview required. Give full details first letter. Address Box 180, BROADCASTING.

Help Wanted (Cont'd)

Combination man for five thousand watt daytime. Accent on announcing, engineering secondary. Send disc, photo and expected salary WRRF, Washington, North Carolina.

Wanted: One experienced announcer with good selling voice. Woman editor who can write continuity and do air work. Write Ben Barry, Station KSCB, Liberal, Kansas.

Want young, ambitious, responsible announcer. Submit detailed application. KFGW, Kearney, Nebraska.

Technical

Immediate opening for engineer-announcer with emphasis on announcing. 40-hour week. Salary commensurate with ability. Send disc, photo and particulars. KBRL, McCook, Nebraska.

Wanted: Experienced and capable first-class engineer for 5000 watt directional. Also able to do studio maintenance. Must have car. $70.00 per week to start. Write WSLI, P. O. Box 1847, Jackson, Mississippi.

Applications will be accepted for engineering, production and camera personnel experienced and interested in television for Southern operation in immediate future. In applying to Box 81, BROADCASTING, state full qualifications, salary, employment record, and include photograph.

Starkville, Mississippi, WSSO—Mississippi State College, on air October first. Three combination men, one capable of chief engineer.

Position open for first class engineer. Wire WFNC-FM, Fayetteville, N. C.

Transmitter operator—single no experience necessary, $40.00 a week. WSSV, Petersburg, Virginia.

Production-Programming, others

Operator. Texas station. Apartment available. Give qualifications. Box 65, BROADCASTING.

The midwest's most progressive FM station is looking for a program director, with plenty of ability, for its new sister FM station, soon to start on the air in northern Indiana. Good salary, prefer single man who is not afraid to work. Send letter and references to Manager, WCSI-FM, Columbus, Indiana.

Continuity writer, man or woman, who can originate shows, and sell. Box 93, BROADCASTING.

Assistant program director for progressive indie FM station (20,000 w.) in Washington, D. C. Five years minimum experience: programming, production, announcing, writing. $3,800. Sept. 1. Box 147, BROADCASTING.

Wanted—Capable home economist and food expert to conduct daily broadcast from model kitchen studio. AM broadcasting, not television. Box 164, BROADCASTING.

Experienced girl continuity writer by Southern station. Originality and accuracy important, with ability to handle woman's feature. Submit copy samples, full information and picture first letter. Box 159, BROADCASTING.

Situations Wanted

Managerial

General manager available. 15 years experience all phases construction and station operation. Family man, sober, top record, references. South only. Box 134, BROADCASTING.

Owners, managers, dept. heads . . . I'd like to become your assistant and am qualified by virtue of 8 years' broadcasting experience including NBC-ABC network; local station; AM-FM; station relations and sales. If you can augment my present salary and have room in your organization for a dependable, permanent employee I'd like to hear from you. Box 982, BROADCASTING.

Situations Wanted (Cont'd)

Seeking assistant managership or program directorship in major operation, or general manager's position in smaller station. West only. Ten years experience in staff, agency and free lance. Age 38. Now PD with CBS affiliate. Available 30 days. Box 133, BROADCASTING.

Presently employed manager of successful station for nine years wishes to invest modest amount of money in station and assume management.

Box 158, Broadcasting

Executive officer-manager with 20 years profitable operation all phases AM-FM plus special TV training desires only one more change with better climate and opportunity to maintain or develop AM-FM-TV property on profit-sharing basis. Present employer offers finest recommendation. Box 127, BROADCASTING.

Experienced manager. Eleven years network and independent operations. First class license, excellent announcer and salesman. Box 4050, San Francisco 1, California.

Manager desires change after fifteen years with same important network station. Excellent qualifications and references. Fully experienced. Ten years as general manager plus eight years "ladder-climbing" as musician, announcer, newsman, program director, etc. College graduate. Income could be secondary to location and enjoyable associates. Box 146, BROADCASTING.

Manager or commercial manager. I have an outstanding record as manager for the corporation I am now employed by. In four months I made this station a profit for the first time. The corporation after making a profit decided to sell. The loss had been before my time 4 or 5 thousand a month. I have proof. If interested write Box 157, BROADCASTING.

250 or 1000 watt station manager, employed, desires change. 12 years of successful sales, operations, and managership. Announce play by play, all type shows. Civic minded. Likes local programming. New station experience. Natural born salesman. Real mixer .Will put station in black. Age 28. Box 141, BROADCASTING.

NEED MORE BILLING?
WANT MORE PROFITS?

Have management and sales management experience with 250, 10,000 and 50,000 watt market stations. Will boost your income and will decrease your costs. Salary plus a share of profits. Available immediately. Box 163, BROADCASTING, 360 N. Michigan Ave., Chicago.

Commercial manager. I have an outstanding record, first as a salesman and now as a sales manager. My past record proves that I know how to build and direct a sales department that will show greater profits for a station. A person with my qualifications is seldom available. If you are interested, write for full particulars to Box 176, BROADCASTING.

Station manager desires change. Network recommendations. 8 years experience. Masters degree in journalism. War veteran. Write Box 925, BROADCASTING.

Sales manager available September 15th. Family man, age 43 with fifteen years experience in local and national sales on net and non-net stations. Currently managing news and music operation but more suited for sales job with recognized network outlet, regional network or station rep. Box 169, BROADCASTING.

Manager — Eleven years competitive metropolitan radio. Thorough grasp, network and independent operation, with record of success in both. Interested in challenging opportunity at major market station. Contact in confidence. Box 187, BROADCASTING.

Situations Wanted (Cont'd)

Manager available. Fully qualified is producing profitable operation. Highly successful in present network affiliate. Prefer established network station. Thoroughly experienced in all phases. Require substantial income from salary, bonus. Box 55, BROADCASTING.

Commercial manager — Salesman ten years experience. Successful background as salesman, commercial manager and general manager. Seeks permanent opportunity. Best references. Box [illegible] BROADCASTING.

Manager—now employed successful east coast station. Available short notice, personal interview. Box 186, BROADCASTING.

Salesmen

Experience salesman wants position progressive station. Good references. Also competent announcer. Box 136, BROADCASTING.

Announcers

Georgia only. Announcer 7 years. $45 week. Available immediately. Age 22 years. Box 131, BROADCASTING.

Announcer, veteran, 22, single. Professionally trained all phases Chicago's leading radio college. Want chance to prove myself. Someday you'll boast, "I gave him his first break." Disc and photo. Bert Sailer, 912 Wilson Ave., Chicago.

Announcer, disc jockey, ex program director. Anxious to bask in the sunny clime of California, Florida or anywhere. Bob Hannah, 1521 Wolfram St., Chicago 13, Illinois. Bittersweet 0732.

If located near college, announcer available, 2 years experience 250 independent 5000 network, college graduate, disc jockey, commercials, news, continuity and production writing, handle board, acting, for complete resume, disc, photo, or interview write, wire, phone Paul Lohmann, 729 Oakwood Rd., Charleston, W. Va., 35-931.

Announcer. Now employed 50 kw clear channel, married, desires change of locale. Box 936, BROADCASTING.

Announcer - Sportscaster. Experienced staff and play-by-play sportscasts. Go anywhere. Box 114, BROADCASTING.

Announcer, ambitious, 29 years old. Desires staff position with an affiliated 5000 or 10000 watt station. 1½ years experience. News, commercial copy, special events, disc shows, actor, writer, Pianist, composer, Northwestern University graduate. Vet, single, dependable. Good references. Best offer. Disc and particulars on request. Write or wire Box 112, BROADCASTING, 360 N. Michigan Ave., Chicago.

Announcer, college background wants experience. Graduate of School of Radio Technique, Radio City. Capable of doing all phases of broadcasting. Will travel. All details at Box 111, BROADCASTING.

Announcer, immediate availability. College background, graduate of School of Radio Technique. Experience newscasting commercials, programming. Will travel. Disc, photo on request. Box 110, BROADCASTING.

Announcer. Presently employed, available July 15th. Skilled all phases, strong on sports. Seeks connection more progressive station. Disc, photo on request. Box 46, BROADCASTING.

Newscaster, 24, experienced. Can handle board and disc shows well. Box 139, BROADCASTING.

Announcer, 5 year experience. Now employed. Am looking for more progressive 5, 10, or 50 kw station. Highly talented. Disc jockey, sportscaster, MC quiz, variety, impersonations. Fine references. Prefer Metropolitan area. High salary, talent. Young, married. Data on request. Box 140, BROADCASTING.

Announcer, experienced: News, commercials, disc shows, Man in the street. Available vet training. Prefer East. Will go anywhere. Arthur Bigelow, 35 College St., Springfield, Mass.

Announcer. Good voice, cultured delivery, commercials, news and chatter. First phone. Reliable family man, 28. Require about $75.00 and future and willing to work for it. East or Midwest. Available three weeks notice. Box 118, BROADCASTING.

Announcer-salesman: Desires permanent position in Southwest. Can handle straight staff announcing or specialties. Graduate of nationally known school of broadcasting. Will supply disc, photo, business and character references. Box 16, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, newscaster and disc-jockey. Married vet, open to all offers. Disc and particulars on request. Box 173, BROADCASTING.

Announcer who is personable and ambitious. Three months experience in commercials, newscasting, sportscasting, platter shows with leading midwest station. Graduate of announcing school at Radio City in New York. Single, vet, 28. Disc, photo on request. Box 172, BROADCASTING.

Young, experienced staff announcer, board operator, sports color man. Want opportunity to enlarge play-by-play ability. Capable handling all types sportscasting. Thorough sports background. Now working. Available September first. Prefer upper midwest. Box 181, BROADCASTING.

Announcer. Need versatile announcer to work for benefit of station? One year's experience. References, disc, married. Box 182, BROADCASTING.

Sports announcer—experienced. College graduate. Excellent references. Minimum $75. Box 183, BROADCASTING.

Experienced staff announcer seeks permanent set-up. Excellent newscaster with ability to handle any type of show well. Veteran, college graduate, 26. Send for disc and references. Box 162, BROADCASTING.

Announcer: Vet, single, college background. Experience in AFRS, graduate leading radio school, Radio City. Will travel. Box 170, BROADCASTING.

Capable announcer, strong on news, commercials. Experienced 1,000 watt daytimer. Good voice, consistent, adept disc jockey, smooth adlib. Newspaper background. Michael Fidler, 3128 Eastwood, Chicago 25, Ill., Irving 1681.

California-Arizona stations! now available for immediate delivery, one announcer. Topnotch newscasting, jockey and commercials. Experienced midwest 1,000 watt daytimer. Box 178, BROADCASTING, 360 N. Michigan, Chicago.

Scoop! Leading name disc jockey available soon. National award winner. Box 160, BROADCASTING.

Experienced announcer, golden personality. Available Sept. 1. Minimum, $50 weekly. Disc, photo. Box 153, BROADCASTING, 360 N. Michigan Ave., Chicago.

Announcer, continuity writer, experienced all phases broadcasting. Dependable, versatile, veteran. Box 154, BROADCASTING, 360 N. Michigan Ave., Chicago.

Attention Western states! Chicago disc jockey, available Sept. 1, now employed at Chicago station, wants to move to warmer climate because my baby needs sunshine. Minimum, $65 per week. Disc and photo. Box 152, BROADCASTING, 360 N. Michigan Ave., Chicago.

Two good announcers available. 50 kw and network experience. Can handle any type program including play-by-play sports. College background. Can do and interested in programming-production. Mature veterans. Write Box 149, BROADCASTING.

Announcer—two years experience, all phases. Both network and independent stations. Presently employed as sports director and staff announcer. Do several sports play-by-play. Single, veteran, reliable. Disc available. Minimum $65. Box 150, BROADCASTING.

Announcer—Wants station in southwest near Fort Worth or Dallas. Announce, write, sell. Box 184, BROADCASTING.

A little knowledge is a dangerous thing. Therefore not satisfied to remain in danger, this announcer desires to further his experience in radio. Competent in handling all types of commercials, news, platter shows, some knowledge of controls. Thoroughly conversant in sports. Very reliable and conscientious. No drinker; no floater. Graduate leading announcers school Radio City, N. Y. Wishes connection offering real opportunity. Box 171, BROADCASTING.

From little acorns big oak trees grow. Little acorn (radio annonucer) still wishes to attach himself to a solid oak tree (progressive radio station) for purpose of "growing together." Experienced in commercials, newscasts, disc shows, continuity writing, station routine, some knowledge of controls, conscientious, sincere, teetotatler, no floater. Graduate leading announcers school, Radio City. Single, will travel. Audition record on request. Box 190, BROADCASTING.

Announcer. Experienced in all phases of broadcasting. Offer earnest application to progressive management. Not a job-hopper, sober. Disc available. Thanks for consideration. Box 191, BROADCASTING.

Situations Wanted (Cont'd)

Dependable announcer desires to progress with friendly station. University graduate with two years of varied news, music and commercial experience. Available immediately and will gladly consider any reasonable offer anywhere. Box 185, BROADCASTING.

Capable announcer. Strong on news. Experienced in radio drama directing. Would like to exploit radio sales with progressive station. Desire permanence. Box 193, BROADCASTING.

Announcer, graduate from top radio school, some experience in service. Willing to work and travel anywhere. Box 194, BROADCASTING.

Technical

Combination man, veteran, married, one year experience, desires change to station with a future in New England or New York State. Information and disc on request. Box 137, BROADCASTING.

Chief engineer of 1 kw desires new position with 1 kw or 5 kw. Experienced, Doherty, construction of two 1 kw stations. Graduate accredited school. Box 135, BROADCASTING.

Engineer—control and transmitter. 50 kw experience. Will go anywhere. Have car. Box 128, BROADCASTING.

For qualified technicians, write or phone: Employment Department Melville Radio Institute, 15 West 46th St., N.Y.C. Luxemburg 2-0440.

Chief engineer. Employed chief engineer in Florida with fifteen years experience in all phases especially AM, FM, new station construction, manufacturing supervision, two years combination, desires change for better. Sober—capable. Prefer Florida. Box 86, BROADCASTING.

Chief engineer local station, now working, 2 years varied broadcasting experience, accept operator large station, desire advancement, family. Box 85, BROADCASTING.

Chief engineer and combination man. 1st phone and ten years experience. Maintenance, control and construction 100 w to 50 kw. Good voice with personality. Require $80 per week and housing. Married. Disc available. Box 56, BROADCASTING.

Chief engineer—AM, FM, television and directional antennas. Thoroughly competent. Long experience construction and operation. 250 to 50 kw. Best references. Box 54, BROADCASTING.

Engineer with first phone license desires immediate employment. Married, sober, and seven years experience in 250-5 kw. Prefer Louisiana, Arkansas, Texas or Alabama. Phone 3-6808, Jackson, Mississippi.

Engineer, first phone ticket, beginner, Valparaiso Tech. graduate, desires combination job with small station in Southeast or West. Will answer all offers. Box 155, BROADCASTING.

Engineer, four years experience, first class license, single, veteran, desires permanent position. Box 161, BROADCASTING.

First phone man desires position as an engineer. Veteran 21 years of age. Inexperienced. Box 175, BROADCASTING.

Engineer, transmitter experience, single, abstainer, desires job in dry climate of Southwest. References. Will travel reasonable distance for interview. A. Auerbach, YMCA, Phoenix.

Veteran, 25 years of age, with first phone desires position as engineer. No experience. Box 165, BROADCASTING.

Experienced combination man, first phone. Excellent references. Disc jockey, staff announcing, play-by-play baseball. Available immediately. Box 148, BROADCASTING.

Transmitter—first phone, one year experience, presently employed, single. Box 179, BROADCASTING.

Production-Programming, others

Promotion—publicity—public relations, part time. The executive responsible for the nation-wide raves concerning New York's famous radio and business conferences is now in business for himself. Let him demonstrate his showmanship, drive and abilities to your particular needs. Box 132, BROADCASTING.

Top drawer program and continuity team. Programs that sell, copy that keeps sponsors happy. The team is three times as good as either individual. Fully experienced in every phases of station operation. Both competent at mike, including interviews and woman's program. Available August 15. Box 130. BROADCASTING.

Situations Wanted

Program director—now employed 50 kilowatt independent. Details in confidence. Box 188, BROADCASTING.

Advertising-promotion: Girl, 28, 3 years experience in daily newspaper advertising department (copy, layout, selling); 3 years of radio and television sales promotion and research for New York agency. University graduate. Interested in getting out of Eastern metropolitan area—into West or Southwest preferably, but will go anywhere if job is right. Box 129, BROADCASTING.

Sponsors, listeners, and employer tell me that I am ready to go up the ladder in sportscasting. 2½ years experience, professional baseball, college football and basketball, and high school football. Former pro baseball player, basketball coach and official, and football player. High school graduate, veteran, 25, and married. Excellent background and experience, gained on this fine 250 watter. Plenty of commercial work. Want a chance to prove my ability, on bigger station. Produce half-hour sports show each week, plus sportscast each evening. Best of references, including some 15,000 sports fans. Will travel anywhere opportunity affords itself. No prima donna, interested only in high quality station that wants a first class sports man. Wire or write Bill Snyder, WJZM, Clarksville, Tenn. Available September 6.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are **satisfied** with personnel **we furnish.**

Continuity director—writer—promotion. Sales-compelling commercials, variety shows, documentaries, five years experience. Program builder, business booster. Sales through the air with the greatest of ease. Box 122, BROADCASTING.

Program director. With youngsters of two years or less experience invading radio, is there a station of quality operation which can use my ten years experience? I still consider radio a profession. Salary minimum $100 per week. Experience includes all phases of both network and independent operations. Prefer Eastern states. Married, 2 children, sober, 28 years old, now employed metropolitan station. Box 166, BROADCASTING.

News editor, announcer, intelligent, concise rewrite. Good voice and interpretation, experienced newspaperman. Single, 24. Will travel. Box 177, BROADCASTING, 360 N. Michigan, Chicago.

Young woman, college training, teaching experience, knowledge of music, four years writing-producing radio programs in the public interest. Resume available. Box 151, BROADCASTING.

Young woman with four years radio experience in copywriting, programming, traffic, control operator, publicity and general office work, desires good position. Box 143, BROADCASTING.

Station owners. Combination man-wife team offers sure-fire station management. Man experienced program director, announcer, copy writer, and chief engineer. Attractive wife is natural born time saleswoman and assures operation in the black in any competitive market. Both now employed over two years in present job. Available two weeks notice. Excellent references. Box 144, BROADCASTING.

Program director-chief announcer. Outstanding air personality, able executive. Nine years varied experience, competitive markets, net and local. Ideas and execution within budget bounds. North or East preferred. Box 189, BROADCASTING.

Program or production job with future sought by leading announcer in major midwest market. Seven years experience. Thorough background in production and program building. Want permanent position anywhere with good progressive station. Box 94, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.
Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ **Correspondence** ☐ **Residence Courses.**

Name________________________

Address________________________

City____________ **State**____________

TV PRODUCTION TRAINING

NEXT CLASSES BEGIN SEPT. 20th
COURSES (GI APPROVED): PROGRAM PRODUCTION - ANNOUNCING - WRITING-ACTING-CAMERA OPERATION
COMPLETE TV STUDIO EQUIP. - TV EXPERIENCED STAFF
ACT NOW - WRITE FOR ENTRANCE REQUIREMENTS
TWIN CITY TELEVISION LAB
NATION'S FOREMOST TV PRODUCTION TRAINING CENTER
(Affil. with Beck School for Radio)
Lyceum Theatre Minneapolis, Minn.

For Sale

Western Electric 355E1 5,000 watt transmitter complete with tubes and accessories. Performance exceeds all FCC standards. Equipment in best condition. Radio Station WMBD, Peoria, Illinois.

For sale: 2 Bliley crystals type BC46T for 1400 kcs complete with theremometers ready to insert into sockets. Good as new. Make an offer. Radio Station KXLK, Great Falls, Montana.

Truscon Tower now available—435 ft. Self supporting, sectionalized 168 ft. from top. Could be used as three 265 ft. guyed towers and one self-supporting 170 ft. tower. Will support FM or TV antenna with top removed. Priced to sell. Radio Station KFAB, Mark Bullock, Chief Engineer, Lincoln, Nebraska.

Federal 101-B Field Intensity Meter. In good condition. KXLA, 1401 S. Oak Knoll, Pasadena.

50 kw transmitter, available in 2 to 3 months. For particulars write

BOX 167
BROADCASTING

For Sale

For sale: New 250 watt station in exclusive Montana territory, has 7 acres ground adjoining city. Address Earl F. McGinnis, Lewistown, Montana.

For sale: RCA 250-K transmitter $2100.00. General radio 731B modulation monitor $250.00. Doolittle FD1A frequency monitor $375.00. Entire lot $2675.00. Just taken out of satisfactory service. Can also furnish additional equipment for complete 250 watt station if needed; rack, limiting amplifier, console, etc. George Weiss. WBBQ, Augusta, Georgia.

FOR SALE:

Used General Electric 250 watt FM transmitter tubes, crystals 98.3 MC, FM monitor, 400 feet ⅞ inch transmission line, new, 2 bay mast for GE antenna, 400 feet used ⅞ inch transmission line, 1 bay doughnut with matching section 94.5 MC.

BOX 174, BROADCASTING

For sale: Western Electric Unit, postwar. Two arms and filters, three 9-A heads. KWHW, Altus, Oklahoma.

Complete 250 watt station equipment. WE 310-B transmitter with WE antenna tuning unit. G. R. frequency and modulation monitors, WE 110-A limiter. 190′ insulated pipe antenna. Write

BOX 168, BROADCASTING

257 ft. Truscon triangular self-supporting tower complete with lights, insulators, good as new. Dismantled for immediate shipment. $2950.00 WKBB Dubuque, Iowa.

5 kw AM Transmitter
FOR SALE

Western Electric 5 kw type D96847, can be used on any frequency from 550 to 1600 kc. Immediately available. Make offer. Address F. M. Kennedy, Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

Scott dynamic static suppressor. Box 142, BROADCASTING.

For sale: New towers with necessary lighting equipment ready for delivery with erecting crew. Six 225 ft., six 250 ft., six 300 ft. Hoke Radiator Company, Petersburg, Virginia.

For sale: 45% stock interest in fulltime network station in large, prosperous, industrial city which has only three stations. Station making good profits. Box 195, BROADCASTING.

"RANGEFINDER" TOWERS
AM — FM — TV
NOW AVAILABLE FOR IMMEDIATE DELIVERY
All services—painting—erection
dismantling—ground systems
ALEXANDER STACK & TOWER
323 E. River Blvd. Marion, Ind.

For Sale (Cont'd)

Tower. Used Truscon self-supporting 164 ft. of steel. Excellent condition including insulators and lighting system now available F.O.B. Sedalia, Mo. Price $2200.00 Contact Radio Station KDRO, Sedalia, Missouri.

¼″ galvanized guy wire on reel. 750 ft. Sell $15.00, list 23.75/1000 ft

24 guy wire insulators, heavy duty for ½ inch guy wire. List $1.60 each. Sell for $1.00 each.

1200 ft. in one piece, 4 conductor stranded #14 rubber covered wire in steel mesh shield with tough outer rubber covering.
Cable 5/16″ diam. on metal reel. Price $25.00.

Expanded copper sheet (copper mesh) 5 pieces 8′ x 24′. Price $15.00 per sheet.

#10 single conductor, rubber covered, lead covered wire. 495 ft. unopened reel. Price $25.00..

Service entrance cable 175 ft. Pair of #6 stranded wire, stranded shield equivalent to #6 wire for neutral. Price $.15 (15 cents) per foot.

800 ft. #10 copper weld steel wire. Approx. 20 lbs. Price $5.00.

Collins 19G-4 relay rack. 31″ high 28″ panel space. Collins Grey, like new. List $105.00. Sell for $75.00.

BOX 205, BROADCASTING

Wanted to Buy

WANTED
Western Electric D93306
Vertical Reproducers
Any Condition
Send Particulars to
P. O. Box 82 Floral Park, L. I., N. Y.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Small Market Station Managers

Increase your business, audience and listenable public service. Now you can obtain expert, practical advice, guaranteed. Individualized service given by an experienced, successful program manager, throughly acquainted with the Small Market Picture. One station per market. Not a cent expenditure after initial $25.00. For information contact

BOX 145, BROADCASTING

To any station knowing the whereabouts of John Loftus, please write J. C. Liner, 216 "K" Street, Monroe, Louisiana.

For Sale
WEST COAST
FULLTIME STATION

Here is an opportunity to live in one of the west coast's very attractive smaller markets and own a valuable radio station that has an excellent potential.

This station has a bonus network contract that provides top-notch programming. Present modest profits can be considerably increased. An aggressive capable operator can develop this property rapidly and profitably. Priced for quick sale, $47,500. Financing arranged.

WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Clarence E. Wilson and	Ray V. Hamilton
1011 New Hampshire Avenue	Philip D. Jackson	235 Montgomery Street
NAtional 7405	Tower Petroleum Bldg.	Exbrook 2-5672
	Central 1177	

LATE CLASSIFIEDS

Help Wanted

Managerial

Wanted: Established local station, network affiliate located in good southern market, needs a manager. Must be able to operate station on sound business basis and be able to sell. Excellent opportunity for right man. Give full information and references first letter. Write Box 198, BROADCASTING.

Commercial manager—5,000 watt NBC affiliate with good volume local and national billing has opening for commercial manager with proper educational and experience background. The man we are seeking must be of high calibre, have a thorough knowledge of radio advertising, and proven ability to sell, as well as executive ability to direct all sales operations for one of the leading stations of the South. Override commission arrangement assures substantial earnings commensurate with effort and ability. Detail education, experience and other qualifications first letter. Box 197, BROADCASTING.

Salesmen

Florida local needs salesman and young lady for copy, traffic and secretarial work. Salesman at straight salary. No man and wife teams please. Box 196, BROADCASTING.

Announcers

Announcer with first class license for Florida local. Write, wire or phone Fred U. Wamble, WTYS, Marianna, Florida.

Production-Programming, others

Producer. **Large eastern NBC station has immediate opening for capable producer. Excellent opportunity for qualified man. Prefer age 25-40. Starting salary approximately $300 per month. Reply Box 204, BROADCASTING, stating experience.**

Situations Wanted

Managerial

Traffic manager—alert, conscientious, young woman. Presently employed as traffic manager 5,000 watt CBS affiliate for one year. College. Continuity experience. Typing and shorthand. Desires change. Metropolitan station preferred.. Reasonable salary required. Good working conditions of prime importance.. Box 201, BROADCASTING.

General or commercial manager. 13 years experience. Details on request. Box 202, BROADCASTING.

Announcers

Anonuncer, 18 months leading Chicago radio school. Go any place. Midwest preferred. Disc, photo available on request. Bob Wheelhouse, 941 Carmen Avenue, Chicago 40, Ill. Phone, Longbeach 4313.

Technical

Engineer-operator. RCA graduate. Thoroughly experienced. 1st phone. Available immediately. Box 199, BROADCASTING.

Combination man, 1st phone. Seven years experience—AM, FM, radar. Two years college, other training. Can qualify for position as chief engineer with announcing duties. Want permanent position in west or northwest. Young, vet, family man. Disc and details at Box 416, Bentleyville, Penna.

Engineer—18 months transmitter experience, first phone license. Over five years varied technical experience; Electrical engineering degree. Age 27, available immediately. Robinson, 3647 Main, Kansas City, Missouri.

Production-Programming, others

News editor—news! Written, edited, assembled by newspaperman with authoritative experience on metropolitan papers and 50,000 watt station. Legal, political background. Full-time position desired. Box 192, BROADCASTING.

Personal Income Figure Are Up, Says Commerc

TERMINATION of railroad an mining disputes resulted in a sligh increase of personal income i May to an annual rate of $208. billion, compared to $207.4 billio the previous month, the Dept. o Commerce announced July 20.

According to the report of th office of Business Economics, personal income during the first fiv months of 1948 was at an annua rate of $207.6 billion, compare with $189.7 billion for the corresponding period of 1947, and a average annual rate of $195. billion for the full year of 1947.

Hartigan Heads AAAA Transportation Ad Group

J. J. HARTIGAN of Campbell-Ewald Co., Detroit, has been appointed chairman of the newly created Committee on Outdoor and Transportation Advertising of the American Assn. of Advertising Agencies. Vice chairman is M. L. Kiebler, Benton & Bowles, New York.

Other members are:

John E. Clark, Young & Rubicam, New York; Frankie Coykendall, Botsford, Constantine & Gardner, Portland, Ore.; C. A. Horn, D'Arcy Advertising Co., St. Louis; Mathew Hufnagel, J. Walter Thompson, New York; Joseph M. Jones, McCann-Erickson, New York; John J. Lechner, Foote, Cone & Belding, Chicago; W. F. MacDonald, Kudner Agency, New York; John T. McHugh, The Joseph Katz Co., Baltimore; B. L. Moyer, Ruthrauff & Ryan, New York; L. H. Ness, Cramer-Krasselt Co., Milwaukee; R. E. Pendergast, Bob Pendergast Advertising Inc., St. Paul; R. L. Strobridge, Newell-Emmett Co., New York and T. H. Young, Calkins & Holden, New York.

ABC TV Program

A PROGRAM described as combining the educational values of a newscast and the entertainment advantages of a question-and-answer game, was to debut Thursday (July 22) on the ABC eastern television network. Beginning Aug. 12 the program called *Quizzing the News*, will originate from WJZ-TV New York, scheduled to go on the air Aug. 10, and will be fed to ABC video affiliates. Program is heard from 9-9:30 Thursday nights.

Profits to Charity

CKSO Sudbury, Ont., according to the will of the late owner, W. E. Mason, is to be completely free of any connections with the *Sudbury Daily Star*, and all of its profits are to be turned over to charitable associations each year. Station, on 790 kc with 5 kw, will be licensed as CKSO Sudbury Ltd. with G. M. Miller, K. C., as president, and W. J. Woodill, as secretary-general manager, a post Mr. Woodill has held for some years.

Situations Wanted (Cont'd)

Program director or chief announcer. 6 years radio, all phases. Married vet. 27. Speciality sports and news. Prefer West. Box 200, BROADCASTING.

Program director. Presently assistant P.D. midwest's largest independent station. Box 203, BROADCASTING.

FIRST 15 PROGRAM HOOPERS—July 15th Report

Program	No. Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	YEAR AGO +or—	YEAR AGO Pos.
Walter Winchell *	219	Jergens (Orr)	12.0	12.1	—0.1	1
Stop The Music (8:45 p.m.)	170	Lorillard (L&M)	9.9	---	--	--
Take It or Leave It	161	Eversharp (Biow)	8.8	10.1	—1.3	3
Fat Man	173	Norwich Pharmacal (Gumbinner)	8.4	4.5	+3.9	63
Mr. District Attorney	140	Bristol-Myers (DC&S)	8.2	10.1	—1.9	4
Horace Heidt	160	Philip Morris (Biow)	8.1	---	--	--
Stop The Music (8 p.m.)	171	Lorillard (L&M)	7.9	---	--	--
This Is Your F.B.I.	251	Equitable Life of U S. (W&L)	7.9	5.2	+2.7	46
Crime Photographer	165	Toni Div. Gillette (FC&B)	7.4	5.2	+2.2	47
Big Story	162	American Cig. & Cigar (SSC&B)	6.9	5.5	+1.4	39
Gangbusters *	132	Procter & Gamble (B&B)	6.8	---	--	--
Your Hit Parade	162	American Tobacco (BBDO)	6.8	7.8	—1.0	14
Break The Bank	189	Bristol-Myers (DC&S)	6.8	4.7	+2.1	58
The Sheriff	170	Pac. Coast Borax (McCann-Erick.)	6.8	4.1	+2.7	73
Mr. Keen	146	Whitehall Pharmacal (DFS)	6.6	---	--	--
Music Hall	146	Kraft Foods (JWT)	6.6	5.3	+1.3	41
Bob Hawk	161	Reynolds Tobacco (Wm. Esty)	6.6	7.9	—1.3	13

* Includes first and second broadcasts on Pacific Coast

TOP 10 DAYTIME HOOPERS—July 15th Report

Program	No. Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	YEAR AGO +or—	YEAR AGO Pos.
When a Girl Marries	77	General Foods (B&B and Y&R)	6.1	4.8	+1.3	7
Pep'r Young's Fam.	151	Procter & Gamble (P&R)	5.9	4.6	+1.3	11
Stella Dallas	145	Sterling Drug (DFS)	5.8	4.6	+1.2	10
Young Dr. Malone	80	Procter & Gamble (Compton)	5.7	5.2	+0.5	1
Our Gal, Sunday	80	Whitehall Pharmacal (DFS)	5.6	5.1	+0.5	2
Backstage Wife	145	Sterling Drug (DFS)	5.6	4.5	+1.1	12
Rosemary	60	Procter & Gamble (B&B)	5.5	4.2	+1.3	16
Big Sister	91	Procter & Gamble (Compton)	5.5	4.9	+0.6	5
Right to Happiness	150	Procter & Gamble (Compton)	5.5	4.4	+1.1	15
Arthur Godfrey	158	Liggett and Myers (Newell-Emmett)	5.4	---	--	--

DURR TELLS SEATTLE FCC IS UNDERSTAFFED

INVESTIGATIONS by legislative un-American activities committees, whether federal or state, do more harm than good, and may in fact drive people to membership in the Communist Party, Clifford J. Durr declared in Seattle Monday. He addressed a Freedom Forum sponsored by the Civil Liberties Council of Washington.

While in Seattle, Mr. Durr appeared on the unrehearsed *News Conference* presented by the Washington State Press Club on KJR. Interviewed by Loren Stone, manager of KIRO; Robert E. Priebe, manager of KRSC; Jerry Crollard, Ruthrauff and Ryan, and Margaret Barry, Barry-Sherman Radio Poductions, Mr. Durr freely answered questions about the Blue Book, the Port Huron decision and the relationship of commercial radio to public service programming generally.

The check on local station programs maintained by the FCC is not satisfactory, Mr. Durr asserted in the broadcast, because the Commission does not have an adequate staff. As a result, he added, the program analysis is largely statistical. He indicated that the ideal ratio of commercial to public service time cannot be determined by formula. Indeed, he noted, commercial programs often provide the revenue which enables a station to do a good public service job. If a station is almost 100% commercial, however, Mr. Durr felt that should raise a serious question as to its public interest activities.

KDYL-TV Joins NBC

KDYL-TV Salt Lake City, which began commercial operations July 7, has been signed as an NBC video affiliate. The station and KDYL, NBC AM outlet in Salt Lake City, are owned by the Intermountain Broadcasting Corp.

TIP:
TURN TO DOUBLE SPREAD
OF THIS ISSUE

'OREGONIAN' STATIONS NEW STUDIOS OPENED

Mr. Cox (r) shows noiseless door catches on new KGW and KGW-FM studios to Arden X. Pangborn, former general manager of KGW and now business manager of all Oregonian *properties.*

* * *

KGW and KGW-FM Portland, Ore., owned by the Oregonian Publishing Co., now are operating from new studios occupying more than two-thirds of the fourth floor of the *Oregonian's* new block-square building in downtown Portland. The public, as well as representatives of advertising agencies, sponsors, and station and network personnel, viewed the new broadcasting plant at a three-day open house July 16-18.

The five studios designed by KGW's chief engineer, Harold Singleton, are of floating construction and use the modified polycylindrical acoustical treatment. Amplifying equipment and microphones were made by RCA. The master control room is backed by 11 cabinet - type equipment racks and includes seven fixed frequency receivers and four FM monitoring receivers.

In addition to the fourth floor studios and offices, the *Oregonian* stations have a shop at street level with a loading driveway. Here portable remote pickup equipment is stored for quick dispatch.

Preparations for television have been made in the new plant, according to H. Quenton Cox, general manager of KGW and KGW-FM. A large auditorium studio is ready to be completed, coaxial cables have been installed in the master control room, and an ample power source has been provided for television lights.

KGW is a fulltime NBC outlet operating with 5 kw on 620 kc. KGW-FM operates on Channel 262 (100.3 mc).

Ziv TV Package

AN UNANNOUNCED "major" film company is negotiating with Ziv Television Programs Inc., New York, for theatre use of Ziv's new 15-minute video film covering news highlights, *Yesterday's Newsreel*, the transcription producer announced last week. Ziv Television, subsidiary of Frederic W. Ziv Co., has prepared the film series especially for television, and is offering it to U.S. video stations and sponsors on a 52-week basis.

KFMB
sells
SAN DIEGO
... better than ever!
Now 1000 watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB*
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO

MIBK
KBIW
ANY WAY YOU LOOK AT IT
KNOXVILLE'S BEST BET
is
WIBK
Represented by
DONALD COOKE, INC.

SPEARHEADING
THE PROGRESS
OF FM
WASHington D.C.
RADIO'S BEST BUY
IN THE
NATION'S CAPITAL
WASH FM
EVERETT L. DILLARD
GEN. MGR.
1319-F-STREET, NW

YOU CAN DOMINATE
all WEST MICHIGAN
WITH WLAV and
WLAV-FM

GRAND RAPIDS

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. C. P. 57,000.
ABC Network

WLAV and
WLAV-FM
KEELER BUILDING, GRAND RAPIDS, MICHIGAN

Promotion

JANET WOOD, with CBS station promotion service, as advertising production assistant, has resigned to join WVNJ Newark, N. J., as promotion and publicity director. WVNJ is to go on the air Sept. 1.

PHIL HOPKINS, former Navy combat photographer, has been added to photography department of WBAP Fort Worth, Tex.

JAMES N. MILLER, NBC press department staff writer, has been named the department's column editor, succeeding **ALTON KASTNER**, who has resigned to become editor of "Modern Television and Radio."

JACK ROGERS, publicity, promotion and merchandising director of WBAP Fort Worth, is back at his desk after an appendectomy early in July.

JE ANNE GRIFFIN, graduate of Syracuse U. Radio Workshop, has been appointed community service director of WJTN and WJTN-FM Jamestown, N. Y.

No Brush Off

"YOU CAN'T Brush Off 100,000 New Customers," says WTRY Troy, CBS outlet for Albany-Troy-Schenectady, in its promotion in connection with increase in power from 1 kw to 5 kw day and night. Along with brush-shaped dodger nylon-bristled lucite Hughes hairbrushes were sent to the trade. "Now you'll find the high quality Troy product packed in this box will out-perform anything in bristles," says promotion piece, "but after all . . . you can't brush off 100,000 new customers."

Newsletters

TWO WEEKLY newsletters have been started by WJPF Herrin, Ill. First is weekly intra-office letter which is delivered to all staff members for purpose of relaying essential trade information, station news, and company policy and also to encourage each staff member to feel that he is an integral part of the station. Second is weekly newsletter and promotion sheet sent to all regular timebuyers and prospects. Primary aim is to build station in mind of advertisers and to encourage them to call about available spots and programs.

WHBY Promotion

TWO-PIECE promotion emphasizing coverage of WHBY Appleton, Wis., has been mailed to the trade by that station. Sheet headed "Your Best Buy is WHBY," presents reproduction of letter to station from Sol Paul, advertising director of BROADCASTING. Letter praises WHBY for its climb in Appleton ratings. Attached to sheet is coverage map of station and "WHBY Market Facts."

Not a Tall Tale

FISH STORY is used as basis of new promotion gimmick being distributed to the trade by CBS. Cover of one-fold mailing piece shows drawing of man with huge, oversized fish. Caption reads: "Yeah, but can he lift a sales curve?" Inside spread carries CBS statement: "There are plenty of tall stories in circulation. But one that definitely is NOT tall is the fact that an advertiser's dollar spent on CBS delivers from 6 to 48% more listeners than on any other network in radio. And as advertisers discover this story, they turn to CBS to lift their sales curves."

FAMOUS "Roosevelt Smile" is flashed by Jimmy Roosevelt at Democratic Convention from behind a KYW fan. KYW Philadelphia distributed the fans, which carried inscription, "I'm a KYW Fan," throughout Convention Hall.

Irish Touch

MINIATURE Kelly green St. Patric hats were mailed throughout the dustry fortnight ago by WOR New Yo to announce that Michael O'Du tenor, was to debut on station July at 1 p.m. He is heard at that time ea Sunday, and Thursday at 9:45-10 p

DOG RACES
8 P.M. DAILY
WHIM
PROVIDENCE-BOSTON

FLYING BILLBOARD is used by WHIM Providence, R. I., to promote its progra in the air as well as on the air. Helicopter is employed to fly low along mile of Rhode Island seashore to promote station among beach crowd. In additio to lettering on plane, P. A. system is used to urge listeners to tune WHIM o their portables. When weather is overcast and beaches are deserted, helicopte flies over downtown and residential areas. Standing by plane tracing route t be flown are (l to r): George Taylor, WHIM; Lee Plympton of New Englan Helicopter Co., and Bob Engles, WHIM.

KBS Brochure

EMPHASIZING importance of "Community" stations, Keystone Broadcasting System has distributed new, 36-page brochure. Bound in heavy red stock, book's title page reads: "KBS Breaks the News of Last-Minute Developments . . ." Following page shows reprint of article titled "Community Era Is Here . . . " from BROADCASTING. "What does it mean?" brochure asks, and answers, "It means . . . local radio billings now exceed national billings." Remainder of book is devoted to data on "Beyond - Metropolitan Market" (BMA). Concluding pages explain three "KBS plans for your triumphant entry into BMA."

'Howdy' Offer

PREMIUM OFFER, one of first in television, is being made by Polaroid Television Filter on "Howdy Doody," NBC video network series on Tues., Thur. and Sat., 5-6 p.m. Show's star, Bob Smith, invites children to send in booklet, "Parlor Tricks With Polaroid," which is included with purchase of the filter. Mr. Smith will autograph and return booklet, along with a "magic" picture of himself and Howdy. Polaroid bought the initial sponsor segment on the program, Thurs., 5:45-6 p.m.

TV Section

SPECIAL 10-page section devoted t television was published early th month by "Los Angeles Examiner placing emphasis on importance o medium in coverage of political conventions. Special articles included b line pieces by Frank Ryhlick, televisio director, Ross, Gardner & White; Donal Wilson, director of programming, ABC Western Division; Dennis James, sportscaster, and Lawrence Phillips, director DuMont Television Network. Backgroun and activities of Los Angeles TV stations—KTSL and KTLA—were reviewed

Mails Products

CANS of paint, polishing cloths an other indispensable items are findin their way to desks of Los Angeles advertising agencies in KMPC Hollywood latest promotion campaign pluggin sponsors' products. "Take a Tip . . . is the theme of the mailers the statio is sending to the agencies.

'Mike' Stickers

AUTOMOBILE stickers in "mike" form have been distributed to listeners b WCCM Lawrence, Mass. Each week, tw cars bearing stickers are spotted an owners are awarded table model radios

FRIENDS
"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

ACTIONS OF THE FCC

JULY 16 to JULY 22

P-construction permit
A-directional antenna
RP-effective radiated power
T-studio-transmitter
nch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

uly 16 Decisions . . .

DOCKET CASE ACTIONS

AM—1300 kc

Announced proposed decision to grant pplication of Cleveland Bcstg. Inc. for ew station Cleveland on 1300 kc 5 kw nl. DA, and denial of application of cripps-Howard Radio Inc. for same acilities. Comrs. Walker, Webster and ennock not participating; Comr. Jones oncurring in result.

BY THE COMMISSION

Amended rules, Part I, Sec. 1.144, to ermit Secretary to act on requests for ancellation of AM, FM and TV authoriations.

BY COMMISSION EN BANC

Modification of CP

Portsmouth Radio Corp., Portsmouth, a.—Granted Mod. FM CP, as follows: lass B, Channel 259 (99.7 mc), 100 kw, 50 ft.

Extension Granted

KWGD St. Louis—Granted extension f completion date to Dec. 31, subject o cond. that on or before that date ither construction be completed in acordance with terms of CP, or station ommence operation with interim equipent.

Allocation Change

Ordered that, effective Aug. 19, revised tentative allocation plan for Class B FM stations is amended so that Channel 273 is deleted from Washington, Pa., and added to Pittsburgh. Further ordered that Channel 273 at Pittsburgh shall be deemed available for assignment to applicants now requesting Class B FM facilities at Pittsburgh, whose applications have been heard in part in consolidated proceeding (Dockets 8472 and 8473) unless on or before Sept. 20 new application requesting said channel at Pittsburgh is filed by another applicant.

ACTIONS ON MOTIONS

By Commissioner Sterling

KHJ Los Angeles—Granted petition for leave to intervene in hearing on application of Cosmopolitan Bcstg. Co.

North Shore Bcstg. Co. Inc., Evanston, Ill.—Granted petition insofar as it requests leave to amend FM application to specify Channel 286 in lieu Channel 274.

Stanislaus County Broadcasters Inc., Modesto, Calif.—Granted petition for leave to amend AM application to show revised DA etc.

Walter L. Read, Petaluma, Calif—Granted petition to dismiss without prejudice AM application.

Capital Radio Inc., Columbus, Ohio.—Granted petition to dismiss without prejudice AM application.

Neptune Bcstg. Corp., Atlantic City, N. J.—Granted petition for leave to amend TV application to show change in type number of ant., etc. Also granted petition for leave to amend application to add name of two new stockholders.

Van Curler Bcstg. Corp., Albany, N. Y.—Referred to full Commission petition for leave to amend TV application.

Wisconsin Bcstg. System, Milwaukee—Granted petition for leave to amend TV application to show revised estimate of initial costs, revised financial plan and changes in equipment.

Meredith Pub. Co., Albany, N. Y.—Granted petition for leave to amend TV application to show substitution of Meredith Champlain Television Corp. as applicant in lieu of Meredith Pub. Co. etc.

Capitol Bcstg. Corp., Indianapolis—Granted petition for leave to amend TV application to show substitution of Universal Bcstg. Co. Inc. as applicant in lieu of Capitol Bcstg. Corp.

Tri-City Bcstg. Co., Newport, Ky.—Commission on own motion, dismissed without prejudice AM application.

WJBK Detroit—Granted petition insofar as it requests leave to amend AM application to specify revised DA.

Harbenito Bcstg. Co. Inc., Harlingen, Tex.—Granted petition insofar as it requests leave to amend AM application to specify revised DA array. Insofar as petition requests removal of amended application from hearing, it is dismissed.

Suffolk Bcstg. Corp., Coram, L. I., N. Y.—Granted petition for indefinite continuance of hearing on FM application scheduled July 30 at Coram, pending action on petition for reconsideration and grant without hearing.

WELO Tupelo, Miss.—Granted petition to dismiss without prejudice AM application.

WEEU Reading, Pa.—Scheduled hearing on AM application for Aug. 23 at Washington.

Kickapoo Prairie Bcstg. Co. Inc., Springfield, Mo. — Commission on its own motion, continued indefinitely hearing scheduled July 29 on AM application, pending action on petition for reconsideration and grant without hearing.

WLOE Leaksville, N. C.—Commission on its own motion continued indefinitely hearing scheduled July 28 on application pending action on petition for reconsideration and grant without hearing.

WTAG Worcester, Mass.—Dismissed as moot petition requesting leave to intervene in hearing on application of Crescent Broadcast Corp., Shenandoah, Pa.

Coconino Bcstg. Co. Flagstaff, Ariz.—Granted petition for indefinite continuance of hearing scheduled July 21 on application.

July 16 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

Gilroy Bcstg. Co. Inc., Gilroy, Calif.—CP new standard station, 1290 kc, 1 kw D. AMENDED re officers, directors and stockholders.

Assignment of CP

KSPA Santa Paula, Calif.—Voluntary assignment of CP from Robert W. LeMond, F. Clinton Jones, and Clarence E. Fisher, partnership d/b as Town Talk Bcstg. Co. to Ventura County Radio Center Inc.

Transfer of Control

KPDR Alexandria, La.—Voluntary transfer of Control of licensee and permittee corporation from Eugene Levy, Sidney B. Pearce, Paul A. Gilham Jr., Julius B. Nachman, Philip Scalfano, George S. Stanley, Abe A. Rubin, Junius H. Payne, William T. Morgan, George I. Maston, Isaac Wahlder, Carl L. Dunn, and Luther M. Lewis, to The Executive Board of the Louisiana Baptist Convention.

Assignment of CP

KOPR Butte, Mont.—Voluntary assignment of CP from Frank C. Carman, David G. Smith, Frank C. Carman, administrator of estate of Jack L. Powers, decreased, and Grant R. Wrathall, d/b as Copper Bcstg. Co. to Copper Bcstg. Co.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP increase power, etc., for extension of completion date.

John H. Pool, d/b as Pacific Video Pioneers, Pasadena, Calif.—CP new experimental TV station on 490-510 mc. 790-810 mc. power of 30 w. emission A0, A3, A5, special for FM and hours in accordance with Sec. 4.131b and 4.163.

TENDERED FOR FILING

TV—174-180 mc

Edward Lasker, Fresno, Calif.—CP new commercial TV station, Channel 7, 174-180 mc, ERP, vis. 30 kw. aur. 15 kw.

TV—76-82 mc

KOMA Inc., Oklahoma City—CP new commercial TV station, Channel 5, 76-82 mc. ERP. vis. 17.3 kw, aur. 8.65 kw.

TV—192-198 mc

Edward Lasker, Portland, Ore.—CP new commercial TV station, Channel 10, 192-198 mc ERP vis. 30.0 kw. aur. 15.0 kw.

TV—174-180 mc

J. T. Ward, d/b as WLAC Bcstg. Service, Nashville, Tenn.—CP new commercial TV station, Channel 7, 174-180 mc. ERP vis. 16.0 kw. aur. 14.2 kw.

Assignment of License

KFSA Fort Smith, Ark.—Consent to assignment of license to Southwestern Pub. Co.

Relinquishment of Control

KCBC KCBC-FM Des Moines—Relinquishment of negative control by Myles H. Johns, June Smith Johns, George P. E. Caesar Jr, and Claudia U. Caesar through sale of 250 sh. of previously unissued stock to Karl Peters and Helen U. Peters, together with intended transfer of certain stock held by Myles H. Johns and June Smith Johns as trustees for their children to Victor M. Harding and Daniel M. Schuyler who will hold stock as Trustees for Johns children.

Transfer of Control

KHBG Okmulgee, Okla.—Consent to transfer of control from Lucille Ross Buford, Paschal Buford, and Sam W. Ross to Times Pub. Co.

WMAW WMAW-FM Milwaukee—Involuntary transfer of control of permittee for AM and FM stations to Clifford A. Randall, Wilke M. Zimmers, individually and as co-executors of estate of Myrtie U. Uihlein, deceased.

Assignment of Control

KVLH Pauls Valley, Okla.—Consent to assignment of license to KVLH Bcstg. Co., partnership of James T. Jackson, Galen O. Gilbert, Phil Crenshaw, George A. Rountree and Harley E. Walker.

FM DELETION

FM Bcstg. Co., Albuquerque, N. M.—Authorization for FM station WFMA deleted and call letters cancelled May 20.

July 19 Decisions . . .

BY COMMISSION EN BANC

AM—730 kc

W. T. Zimmerman, Warrenton, Mo.—Granted CP new station 730 kc 250 w. D; engineering cond.; estimated cost: $14,600.

(Continued on page 82)

IT'S A FACT!
THE ABC
STATION FOR
YOUNGSTOWN
IS YOUR BEST BUY
FOR OHIO'S 3rd MARKET
WFMJ & WFMJ-FM
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BASIC ABC 5000 WATTS
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A PAYING
PROPOSITION
KLZ
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Ask the
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CBS
560 kc.

Only station saturating rich Western Washington market!

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CBS SEATTLE TACOMA

THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR AND COMPANY
Representative

FCC Actions

(Continued from page 81)

Decisions Cont.:

AM—1340 kc

KVER Albuquerque, N. M.—Granted CP to change frequency from 1490 to 1340 kc.

Hearing Designated

Scenic City Bcstg. Co. Inc., Middletown, R. I.—Designated for hearing application for new station 1200 kc, 250 w. limited time, in consolidated proceeding with application of WRIB to change facilities on cond. that if, as result of said consolidated hearing, it appears that were it not for clear channel hearing and Commission's announcement of Aug. 9, 1946, pertaining thereto, public interest would best be served by grant of Scenic City application, then said application will be placed in pending file until after decision has been rendered in clear channel proceeding, at which time it will be considered in connection with other 1200 kc applications and with any other pending applications with which it might then be in conflict.

Grant Modified

KSTL St. Louis and WTMV E. St. Louis—Ordered that grant of March 24 for mod. of KSTL's CP be mod. so that it is subject to condition that permittee shall satisfy all legitimate complaints of blanket interference, including external cross modulation, occurring within 250 mv/m contour; and dismissed petition of WTMV directed against Commission's action of March 24 granting CP to KSTL.

Petitions Denied

WSPD Toledo, Ohio., WDEF Chattanooga, Tenn., and Sarkes Tarzian, Bloomington, Ind.—Denied petitions of WSPD and WDEF requesting that Commission reconsider its grant on Nov. 28, 1947, of application to Sarkes Tarzian for new AM station in Bloomington, and designated for hearing application of Tarzian for mod. CP to specify new trans. site and changes in DA, and made WSPD and WDEF parties to proceeding.

July 19 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

KCLO Leavenworth, Kan.—Voluntary assignment of CP from Alf M. Landon tr/as Leavenworth Bcstg. Co. to The Leavenworth Bcstg. Co. Inc.

WKOY Bluefield, W. Va.—Voluntary assignment of CP from J. Lindsey Alley, George E. Shumate and E. Bernard Jarrett, a partnership d/b as Radio Bluefield Co. to J. Lindsey Alley, E. Bernard Jarrett and Odes E. Robinson, a partnership d/b as Radio Bluefield Co.

Assignment of License

WKDK Newberry, S. C.—Voluntary assignment of license from C. A. Kaufmann and John F. Clarkson, d/b as Newberry Bcstg. Co. to Newberry Bcstg. Co.

Transfer of Control

WDSU-TV New Orleans, La.—Voluntary transfer of control of permittee corp. from E. A. Stephens, H. G. Wall and Fred Weber to International City Bcstg. Service Inc.

WPAT Paterson, N. J.—Voluntary transfer of control of licensee corp. from Donald Flamm and James V. Cosman to The Passaic Daily News.

License for CP

WBCK Battle Creek, Mich.—License to cover CP new standard station and specify studio location.

WKBZ Muskegon, Mich.—License to cover CP which authorized change in frequency, increase power, etc.

KLWT Lebanon, Mo.—License to cover CP new standard station.

KCOR San Antonio, Tex.—License to cover CP, increase power, change hours etc.

WSCY-FM Decatur, Ill.—License to cover CP new FM station.

Modification of CP

WDSU-TV New Orleans—Mod. CP new commercial TV station, increase ERP from vis. 19 kw, aur. 9.5 kw to vis. 30.8 kw, aur. 15.4 kw, change trans. location, change type ant. and trans.

WIP-FM Philadelphia—Mod. CP new FM station for extension of completion date.

WSJN San Juan, P. R.—Same.

WNOX-FM Knoxville, Tenn.—Mod. CP new FM station, change trans. site, change ERP from 280 kw, to 49.2 kw, change trans., change ant. height above average terrain to 842 ft., change overall height above ground to 554 ft. and make changes in ant. system.

KOKH Oklahoma City—Mod. CP new non-commercial educational station for extension of completion date.

KTRB Modesto, Calif.—Mod. CP new FM station, change ERP from 34 kw to 46.5 kw, change trans., decrease ant. height to 268 ft., make changes in ant.

KTRB Modesto, Calif.—Mod. CP new FM station, for extension of completion date.

WDEL-FM Wilmington, Del.—Mod. CP new FM station, change ant. height from 555 ft. to 358 ft., ERP from 15.3 kw to 39.1 kw and make change in ant. system. AMENDED to change requested ERP to 25 kw and make changes in ant.

KLMS Lincoln, Neb.—Mod. CP new standard station for extension of completion date.

KVLU Lubbock, Tex.—Mod. CP new standard station for extension of completion date from 7-6-48 to 180 days after action on petitions filed by Western Plains Bcstg. Co. Inc. and Plains Radio Bcstg. Co., for rehearing and reconsideration.

WIRL-FM Peoria, Ill.—Mod. CP new FM station for extension of completion date.

WTRC-FM Elkhart, Ind.—Mod. CP new FM station change ERP from 22 kw to 37 kw.

KROC-FM Rochester, Minn.—Mod. CP new FM station for extension of completion date.

KFUO-FM Clayton, Mo.—Same.

WHBC-FM Canton, Ohio.—Same.

WLWF Columbus, Ohio.—Mod. CP new FM station, change ERP from 4.7 kw to 15.2 kw, change ant. height to 395.2 ft.

WLWF Columbus, Ohio.—Mod. CP new FM station for extension of completion date.

WKST-FM New Castle, Pa.—Same.

FM—102.9 mc

WPEN-FM Philadelphia—CP specify 102.9 mc. Channel 275 ERP 0.765 kw, ant. height above average terrain 235 ft., ant. system, and type of trans.

TV—192-198 mc

Edward Lasker, Portland, Ore.—CP new commercial TV station on Channel 10, 192-198 mc, ERP of vis. 30 kw, aur. 15.0 kw, unl.

TENDERED FOR FILING

FM—98.3 mc

Thomasville Bcstg. Co., Thomasville, N. C.—CP new FM station on Channel 252,. 98.3 mc, ERP 450 w and ant. height above average terrain 250 ft.

FM—100.9 mc

L. B. Gaffaney and J. B. Smith d/b as Lakes Area Bcstg. Co. Pryor, Okla.—CP new FM station, 100.9 mc, Channel 265, ERP 250 w and ant. height above average terrain 182 ft.

FM—94.3 mc

Marti, Inc., Cleburne, Tex.—CP new FM station, Channel 232, 94.3 mc, ERP 326 w and ant. height above average terrain 201½ ft.

Reinstate CP

WIHL Hammond, La.—Application to reinstate expired AM CP.

Assignment of License

WRRZ Clinton, N. C.—Consent to assignment of license to Radio Station WRRZ Inc.

FM DELETION

WCUV The Trustees of Columbia U., New York—Delete authorization July 12 for educational station, 89.9 mc Channel 210.

APPLICATIONS DISMISSED

AM—1490 kc

Pacific Ocean Radio and Televisi Corp., Monterey, Calif.—CP new standard station on 1490 kc, 250 w, unl.. D missed July 13.

APPLICATIONS RETURNED

AM—1590 kc

Johnson County Bcstg. Co. Olath Kan.—CP new standard station 1590 k 500 w, D. Returned July 14.

License to Cover

WHOD Homestead, Pa.—License cover CP new standard station. Returned July 15.

July 20 Decisions . . .

DOCKET CASE ACTIONS

FM—98.9 mc

Announced proposed decision looking towards grants of application Keystone Bcstg. Corp. for new Cla B FM station at Harrisburg, Pa., Channel 255 (98.9 mc), 4.4 kw, ant. 870 ft and denial of applications of Yor Bcstg. Co., York, Pa., and Readin Bcstg. Co., Reading, Pa., for same facilities. (Comrs. Webster and Hennock no participating.)

AM—1230 kc

Announced proposed decision looking towards grant of application o Richard Aubrey Raese for new statio at Cumberland, Md., 1230 kc 250 w unl and denial of application of Tri-Stat Bcstg. Co. for same facilities. Gran of Raese application is subject to cond that applicant within 60 days fi application for mod. CP specifyin trans. site and ant. system meetin requirements of standards of goo engineering practice. (Comrs. Webste and Hennock not participating; Co and Jones dissenting.)

AM—1400 kc

Announced proposed decision looking towards grant of application o Erie Bcstg. Co. for new station Erie Pa., 1400 kc 250 w unl., subject t cond. that applicant within 60 day from date of grant file application fo mod. CP specifying trans. site and ant. system meeting requirements o standards; and denial of applications o Times Pub. Co. and of Communit Bcstg. Co. seeking same facilities (Comrs. Webster and Hennock no participating; Jones and Sterling dissenting.)

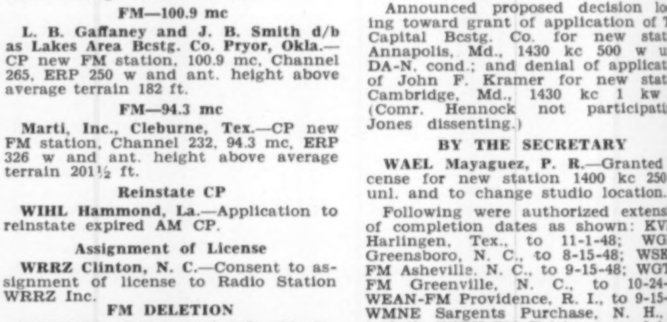
AM—1430 kc

Announced proposed decision looking toward grant of application of The Capital Bcstg. Co. for new statio Annapolis, Md., 1430 kc 500 w unl DA-N, cond.; and denial of applicatio of John F. Kramer for new statio Cambridge, Md., 1430 kc 1 kw D (Comr. Hennock not participatin Jones dissenting.)

BY THE SECRETARY

WAEL Mayaguez, P. R.—Granted license for new station 1400 kc 250 w unl. and to change studio location.

Following were authorized extensio of completion dates as shown: KVK Harlingen, Tex., to 11-1-48; WGB Greensboro, N. C., to 8-15-48; WSKY-FM Asheville, N. C., to 9-15-48; WGTC-FM Greenville, N. C., to 10-24-4 WEAN-FM Providence, R. I., to 9-15-4 WMNE Sargents Purchase, N. H., t 9-15-48; WITH-FM Baltimore to 9-1-4 WLAV-FM Grand Rapids to 1-12-4 WBAP-FM Ft. Worth to 10-15-48; WVK Columbus, Ohio, to 11-1-48; WACE-



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ABC NETWORK

NATIONAL REPRESENTATIVES TAYLOR-HOWE-SNOWDEN RADIO SALES
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M Chicopee, Mass., to 10-15-48; GDM-FM Stockton, Calif., to 1-21-49; SVA-FM Harrisonburg, Va., to 1--49; WNAC-FM Boston, to 10-15-48 ond.); WSOU So. Orange, N. J., to -1-48; WFLA-FM Tampa, Fla., to 8-48; WPTR Albany, N. Y., to 8-19-48.

KCLW Hamilton, Tex.—Granted li-ense for new station 900 kc 250 w D.

WVOT Wilson, N. C.—Granted license ew station 1420 kc 1 kw D.

WLIO E. Liverpool, Ohio—Granted cense covering new station 1570 kc kw D.

Following were granted mod. CPs r extension of completion dates as hown: KOIN Portland, Ore., to 8-31-; KIBH Seward, Alaska, to 12-1-48; COK Tulare, Calif., to 8-19-48; WTAM leveland, to 10-15-48; KGDE Fergus alls, Minn., to 8-6-48; KCOR San ntonio, to 9-15-48; WEAU Eau Claire, is., to 10-1-48.

WHBO Sulphur Springs, Fla.—ranted license new station 1050 kc 0 w D.

KOWL Santa Monica, Calif.—Granted cense new station 1580 kc 5 kw D.

W9XOK American Bcstg. Co. Inc., rea of Chicago—Granted license for ew exp. TV relay station.

WREN Topeka, Kan.—Granted li-ense for increase in power, new trans. nd DA-N and change in trans. and ain studio locations.

WKTY La Crosse, Wis.—Granted li-ense for new station 580 kc 1 kw A unl. and to specify studio location.

WHB Kansas City—Granted license overing change in frequency, etc.

KVNU Logan, Utah—Granted license hange in frequency, etc.

KPOJ Portland, Ore.— Granted mod. icense change name of licensee corp. o KPOJ Inc.

Following were granted mod. CPs for xtension of completion dates as shown: PNI Palo Alto, Calif., to 10-27-48 cond.); KDKA-FM Pittsburgh, to 9-3-48; WNEX Macon, Ga., to 2-8-49; POJ Portland, Ore., to 8-19-48.

KEPO El Paso, Tex.—Granted vol. ssignment of license to Griffith Bcstrs. f El Paso Inc.

Following were granted mod. CPs or extension of completion dates as hown: W6XYZ Pasadena, Calif., to 0-22-48; WBAL-TV Baltimore, to 10-1-48; WMAR-TV Baltimore, to 10-6-48; KMPC-FM Los Angeles, to 1--49; WWOD-FM Lynchburg, Va., to 0-1-48 (cond.); WGST-FM Atlanta, o 2-12-49; WJHL-FM Johnson City, Tenn., to 10-1-48 (cond.)

W9XDV W9XGZ WGN Inc., Area of Chicago—Granted licenses covering new xp. TV relay station.

Memphis Pub. Co., Memphis, Tenn.—Granted CP new exp. TV relay station.

Radio-Television of Baltimore Inc., Area Baltimore—Same.

Following were granted mod. CPs for extension of completion dates as shown: WHIS Bluefield, W. Va., to 10-1-48; WGTM Wilson, N. C., to 8-14-48; KROD El Paso, to 11-1-48.

BY COMR. STERLING

WTOP Washington, D. C.—Granted petition requesting extension of time within which to file opposition to petition filed by WJBK in re Dockets 8691 and 8692, and the time within which CBS may file such opposition was extended to Aug. 9.

KSTP St. Paul, Minn.—Granted petition requesting extension of time within whicn to file opposition to a petition filed by WJBK in re Dockets 8691 and 8692, and the time within which KSTP may file such opposition was extended to Aug. 9.

July 21 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following were granted renewal of licenses for period ending Aug. 1, 1951: KPLT Paris, Tex.; WTMV E. St. Louis, Ill.; KVOG Ogden, Utah; WHBB Selma, Ala.; WOLF Syracuse; WGAL Lancaster; WBUD Morrisville, Pa.; WWSW (& aux.), Pittsburgh; KOTN Pine Bluff, Ark.; KRNR Roseburg, Ore.; WSLR Superior, Wis.; WMRC Greenville, S. C.; KWOR Worland, Wyo.; WELO Tupelo, Miss.; KBON Omaha; KBST Big Spring, Tex.; KCIL Houma, La.; KDRS Paragould, Ark.; KPAS Banning, Calif.; KRUS Ruston, La.; KTYL Mesa, Ariz.; KVWC Vernon, Tex.; WBEX Chillicothe, Ohio; WDHL Bradenton, Fla.; WKNY Kingston, N. Y.; WKRO Cairo, Ill.; WMNC Morganton, N. C.; WOOB Anniston, Ala.; WRLD Lanett, Ala.; WSKY Asheville, N. C.; KGKB Tyler, Tex.

License Extended

WWNS Statesboro, Ga.—Present license extended on temp. basis to Dec. 1.

WECW Mayaguez, P. R.—Present license extended on temp. basis to Dec. 1, pending filing and consideration of application for renewal.

License Renewal

WGIL Galesburg, Ill.—Granted renewal of license for period ending Aug. 1, 1950.

Transfer of Control

WLBG Laurens, S. C.—Granted vol. transfer of control of WLBG Inc., permittee, from L. C. Barksdale and others to James C. Todd, for $8000.

Assignment of CP

WXNJ-FM Glenbrook Township, N. J.—Granted assignment of permit for WXNJ-FM from Harold O. Bishop to WXNJ Inc., for $26,000.

Assignment of License

WIGM Medford, Wis.—Granted consent to vol. assignment of license to George F. Meyer an individual who is currently minority stockholder, for $30,000.

Petition Denied

Television Calif., KPOJ Inc., KOIN Inc.—Denied petition of Television Calif. requesting Commission to reconsider order of June 23 denying petition filed by it on June 9, wherein it requested that its appearance be accepted and that it be permitted to appear at the hearing and present testimony and exhibits with respect to the proposed assignment of Channel 12 to Stockton. Denied petition of KPOJ Inc., requesting Commission to reconsider order of June 23, denying petition of KPOJ Inc., wherein it requested that its appearance be accepted; and denied petition of KOIN Inc., joining in the above petition of KPOJ Inc.

Oral Argument Set

Commission scheduled oral arguments in the matter of amendment of Sec. 3.606 of rules, which will be heard by the Commission on Aug. 16, 1948, at 10 a.m. in Room 6121, New Post Office Bldg., Washington; ordered that Federal Communications Bar Assn. is authorized to present oral argument herein with respect to issues raised in its petition filed June 25; and further ordered that participation in said oral argument shall be limited to parties or their counsel whose duly filed appearances, statements or comments with respect to Commission's proposals herein have been accepted by Commission and who have filed briefs in support of their proposed oral arguments with Commission on or before Aug. 11; and that such oral argument will be limited to twenty minutes for each party.

Petition Granted in Part

WCAU Philadelphia—Authorized petitioner to cross-examine Commission's engineering witness with respect to Exhibit Nos. 95 and 97 received in evidence in hearing in re Dockets 8975 and 8736; in all other respects petition is denied.

FM—97.5 mc

WKNA-FM Charleston, W. Va.—Granted CP new FM station, Class B, 97.5 mc Channel 248 22 kw ant. 185 ft.

Following were authorized CPs in lieu of previous cond.:

KGO-FM San Francisco—Change power from 1.6 kw to 50 kw and ant. from 1280 ft. to 1200 ft.

WCOH-FM Newnan, Ga.—Change power from 16 kw to 4.2 kw and ant. from 360 ft. to 240 ft.

WKBZ-FM Muskegon, Mich.—Change power from 49 kw to 4.7 kw and ant. from 300 ft. to 230 ft.

WGTR Worchester, Mass.—Change power from 6.5 kw to 5 kw and ant. from 770 ft. to 825 ft.

WMFD-FM Wilmington, N. C.—Change power from 13 kw to 11 kw and ant. from 345 ft. to 340 ft.

Allocation Revision

Ordered revised tentative allocation plan for Class B stations be amended so allocation of Channel 233 to Sandusky, Ohio, is included therein, effective Aug. 31.

Ordered revised tentative allocation plan for Class B stations be amended so allocation of Channel 277 to Coram, N. Y., is included therein, effective Aug. 31.

Extension Denied

Times - Mirror Co., Los Angeles—Denied request for extension of time in which to construct FM station in Los Angeles.

Hearing Designated

Southwestern Pub. Co., Public Radio Corp., Tulsa Tele. Co., Tulsa Bcstg. Co., Tulsa, Okla.—Designated for consolidated hearing applications for TV station in Tulsa.

Petition Granted

The Radio Sales Corp., Seattle—Adopted an order granting petition for removal from hearing and grant of its application, and the application for extension of completion date for TV station KRSC-TV was granted (Comr. Jones for hearing).

July 21 Applications . . .

ACCEPTED FOR FILING

AM—990 kc

Bankhead Bcstg. Co. Inc., Fayette, Ala.—CP new standard station 990 kc 1 kw D.

CP to Reinstate

Joseph A. Sims and Henry A. Mentz Jr., Partnership d/b as Superior Enterprises, Hammond, La.—CP to reinstate CP for new standard station WIHL, 730 kc 250 w D.

AM—1380 kc

KSRV Ontario, Ore.—CP change frequency from 1450 to 1380 kc, increase power from 250 w DN to 1 kw DN, install DA-N; contingent upon KIDO being granted change of facilities.

Transfer of Control

KPDR-FM Alexandria, La. — Vol. transfer of control of permittee corporation from Eugene Levy, Sidney B. Pearce, Paul A. Gilham Jr., Julius B. Nachman, Philip Scalfano, George S. Stanley, Abe A. Rubin, Junius H. Payne, William T. Morgan, George I. Maston, Isaac Wahlder, Carl L. Dunn, Luther M. Lewis, to executive board, Louisiana Baptist Convention.

WNNJ Paterson, N. J.—Vol. transfer of control of permittee corporation from James V. Cosman and Donald Flamm to The Passaic Daily News.

FM—107.5 mc

Radio Corp. of Board of Missions and Church Extension of Methodist Church Inc., New York—CP new FM station (metropolitan) on frequency to be determined by FCC. AMENDED to specify Channel 298, 107.5 mc.

FM—103.3 mc

WFSS Long Island, N. Y.—Mod. CP

(Continued on page 85)

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI
Jackson, Mississippi, has a quality market index 39% above the national average, according to the 1948 survey of Sales Management Magazine. To reach this growing market use Jackson's quality station — WJDX!
5000 - DAY
1000 - NIGHT
18 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

SIX YEARS ON WGBI!

The Texas Rangers transcriptions were recently signed up for their sixth year on WGBI, Scranton, Pa. And for the same sponsor, too! On WGBI they reached a 27.4 Hooper during 1947 on their 15-minute Monday through Friday program from 6:30-6:45 p. m.

America's foremost Western playing and singing group—as well as the largest . . . The Texas Rangers also offer you the greatest number of high fidelity, vertical cut transcribed tunes. Finest for FM as well as AM!

"Cowboy Hymns," by The Texas Rangers is the first album of its kind. This exciting new album by Bibletone, features six outstanding cowboy hymn selections.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

Nothing Could Be Finer Down In Carolina

than the RESULTS you get from the dollars you spend on WNAO, Raleigh. 100,000 unduplicated ABC listening families in a rich 21 county area*.

RALEIGH 1947
RETAIL SALES
UP 91%
(SM-1948)
The Greatest Increase of any North Carolina City!
* Daytime 0.5 M/V area; BMB 1946

WNAO
RALEIGH, N. C.
The News and Observer Station
5000 Watts—ABC
Ask AVERY-KNODEL, INC.

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

Feature

(Continued from page 12)

over the housing plight through the want ad columns of a local newspaper.

"My wife," Mr. Pritchard pleaded in the ad, "likes to think when I hang up my hat at night that it will be there in the morning. In other words, we need a place to live. So do dozens of other GI's in Sioux Falls. Got a home? An apartment? A barn? Silo? Vacant attic? Empty store window?"

A local department store, Shriver Johnson Co., had the empty store window. In an advertisement which followed his by 24 hours, the store offered to let him "live like a king" rent-free in its store window for a week.

Mr. Pritchard accepted and the store prepared his elegant apartment. Twin beds were installed. Dining room furniture, mahogany chests, smoking stands, easy chairs, lamps and heavy carpeting were added. Nor were pictures and wall decorations overlooked.

His meals, courtesy of the store, were served by a uniformed maid. During his off hours in the afternoon, friends visited him in the improvised quarters to chat, play cards, eat lunch or dinner, or just join him in a refreshing lemonade.

After broadcasting reports of the baseball games from his special "home-studio" during the evenings Mr. Pritchard donned slipper and robe and read the evening paper to the amusement of crowds gathered outside his living room window.

He even aired the farewell party he gave for friends when his week in the goldfish bowl had drawn to a close.

A housewife joined in the spirit of the last store window meal and was rewarded with a $25 merchandise certificate from the store.

All concerned in "Operation Housing" seemed to benefit. Mr. Pritchard received ten offers from people who had seen him in his store window apartment and had sympathized. Veterans, as a group, profited also. After he had located suitable, and more private, quarters, Mr. Pritchard used his store window appearances as part of campaign to assist other homeless veterans.

Video Films

TWO new television film productions have been undertaken by Bonded Television Productions, Hollywood, according to Anson Bond, president and head of production. One, a 27-minute series to be known as *Eyewitness*, will be an audience participation program; the other is a 12½-minute series, *The Trick of the Week*. The firm has been showcasing several other program film properties. Prices of the various packages range, according to Mr. Bond, from $3,250 to $8,500 for showing rights for one year.

News

JOHN W. BILLINGSLEY has joined KSFA Nacogdoches, Tex., as news editor and announcer.

CARL AKERS Jr., recent graduate of Missouri U. School of Journalism, has joined KLZ Denver news editing and announcing staff. While attending Missouri, he worked on staff of KFRU Columbia, Mo.

FREDERICK FREED, freelance writer, has joined reporting staff of **BILL LEONARD's** "This Is New York" program, WCBS New York series.

SIEGMUND (Sieg) SMITH, sports announcer on WGR Buffalo, leaves for London by plane July 27 to cover Olympics for WGR. He will shortwave daily commentary from London broadcast on his sports show.

ROBERT ERICKSON, U. of Mis journalism graduate, has joined staff of WJTN and WJTN-FM Ja town, N. Y.

New Discount Schedule For Alaska Broadcasters

BEGINNING August 1, network discounts up to 30% will be allowed advertisers on the Alaska Broadcasting System. The new rate structure, as it will apply to all five of the ABS stations, provides that advertisers buying time on two stations will receive a 10% discount; three stations, 17½%; four stations, 25%, and all five stations, 30%.

Direct connections with the U. S. are now available through the Army Communication System at reduced rates, ABS said last week. The ABS stations are KFQD Anchorage, KINY Juneau, KTKN Ketchikan, KFRB Fairbanks and KIBH Seward, which soon will begin operations.

College FM Station

MARY HARDIN-BAYLOR College, Belton, Tex., has begun operation of KMHB-FM, and has announced a new course, "Radio Workshop," open to members of every department at the college. Two air-conditioned studios have been built with a reception room, director's offices and control room. A 342-foot tower is in use. KMHB eventually will be part of a Baptist FM network forming in Texas.

OCCUPYING the governor's chai Lucille Hastings, newswriter for Denver. Colorado Governor Lee K congratulates her for her fourth servative winning of the National eration of Press Women's top award preparation of a radio newscast.

RULON BRADLEY, news editor KIDO Boise, is the father of a Lauralee.

THREE Los Angeles sportscasters, **KELLEY**, KMPC, **TOM HARMON**, and **HARRY WISMER**, ABC, have signed for radio announcer roles forthcoming Columbia Pictures' prod tion "Triple Threat."

CANADIAN PRESS will move into new building at University Ave. King St., Toronto, late in August, **PRESS NEWS LTD.**, CP's radio subsidiary, will occupy part of sec floor of building.

BOB GARRED, CBS Hollywood ne caster, is the father of a boy, Ja Dallas, born July 15.

SIXTH television station, KDYL Salt Lake City, has signed up Tele Inc., Hollywood's ten minute film se "Snapshots."

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

FCC Actions

(Continued from page 83)

pplications Cont.:

w FM station. to change type sta- n from Class A to Class B frequency plus or minus 98 mc, ERP to 3 , ant. height above average terrain 513 ft. AMENDED to change ant. ight to 535 ft., ERP to 2.7 kw, specify hannel 277, 103.3 mc.

FM—99.3 mc

Columbia - Montour Bcstg. Corp., oomsburg, Pa.—CP new FM station lass B) Channel 284 104.7 mc, ERP 52 kw and ant. height above average rrain 169.3 ft. AMENDED to change equency to Channel 258 99.3 mc, RP to 1 kw, Class of station from to A, ant. height above average rrain to 163 ft.

Modification of CP

WLBR-FM Lebanon, Pa.—Mod. CP w FM station to change ERP from 3 w to 640 w, decrease overall height ove ground to 237 ft.

Transfer of Control

KAIR Laredo, Tex.—Vol. transfer of ntrol of permittee corporation from oward W. Davis, J. K. Beretta and Mrs. K. Beretta to Mark Perkins.

TV—192-198 mc

The Greenville News-Piedmont Co., reenville, S. C.—CP new commercial V station on Channel 10 192-198 mc, RP vis. 27.8 kw, aur. 13.9 kw unl.

License for CP

WUOM Ann Arbor, Mich.—License cover CP new non-commercial edu- tional station.

Modification of CP

Don Lee Bcstg. System, Hollywood, alif.—Mod. CP W6XAO for extension completion date.

The Journal Co., Milwaukee—Same r W9XKY.

License Renewal

License renewal applications filed r: KCSU (AM) Provo, Utah; WSTV- M Steubenville, Ohio; WBOE (edu- tional) Cleveland.

KECA-TV Los Angeles—Mod. CP new mmercial TV station for extension completion date.

WSEE St. Petersburg, Fla.—Same.

TV—204-210 mc

Grandview Inc., Manchester, N. H. -CP new commercial TV station hannel 12 204-210 mc, ERP vis. 10 w, aur. 5 kw unl.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. P new commercial TV station for ex- ension of completion date.

WCBS-TV New York—CP change ERP rom vis. 1.72 kw, aur. 1.67 kw to is. 14.6 kw, aur. 10.0 kw, change quipment and make ant. changes.

WBET-FM Brockton, Mass.—Mod. CP ew FM station for extension of com- letion date.

WGYV Greenville, Ala.—Vol. assign- ent from The Greenville Bcstg. Co., partnership, composed of E. Vernon tabler, Galvin Poole and Samuel W. arrell Jr. to Greenville Bcstg. Corp.

Modification of CP

KROW Oakland, Calif.—Mod. CP in- rease power, etc., for extension of ompletion date.

KRAI Craig, Col.—Mod. CP new tandard station for extension of com- letion date.

WGBS Miami—Mod. CP increase ower, etc. for extension of comple- ion date.

Assignment of License

WLBK DeKalb, Ill.—Vol. assignment f license from Theodore A. Lanes and Roland Wallem, a partnership d/b as DeKalb Radio Studios to DeKalb Radio Studios Inc.

Modification of CP

WVPO Stroudsburg, Pa.—Mod. CP ew standard station for extension of ompletion date.

APPLICATION DISMISSED

AM—1360 kc

Robert P. LaFollette, Dunkirk, N. Y. —CP new standard station 1360 kc 00 w D. DISMISSED July 15.

AM—1280 kc

KUGN Eugene, Ore.—CP change fre- uency from 1400 kc to 1280 kc, increase ower from 250 w to 1 kw. DISMISSED uly 15.

AM—1360 kc

Donald W. Reynolds, Okmulgee, Okla. —CP new standard station on 1360 kc 500 w D. DISMISSED July 16.

AM—970 kc

Marmat Radio Co., Bakersfield, Calif. —CP new standard station 970 kc 5 kw DA unl. AMENDED to change power to 1 kw N, 5 kw D using DA for both D and N.

Modification of License

WSTS Southern Pines, N. C.—Mod. license to change main studio location from 113-115 East Broad St., Southern Pines to Near Southern Pines.

AM—1140 kc

The Master Bcstg. Corp., Rio Piedras, P.R.—CP new standard station 1140 kc 500 w N 1 kw D unl. AMENDED to change studio location from On Insular Road Number 1, approx. 1.5 miles south of Rio Piedras, P.R., to Gomez Bldg., Stop 35, Barrio of Hato Rey, Municipality of Rio Piedras, and change re officers, directors and stockholders.

Transfer of Control

KPAB Laredo, Tex.—Vol. transfer of control of licensee corp. from Howard W. Davis, J. K. Beretta and Mrs. J. K. Beretta to Mark Perkins.

Modification of CP

KVRE Redding, Calif.—Mod. CP new FM station for extension of completion date.

WJAX-FM Jacksonville, Fla.—Same.

WIBM-FM Jackson, Mich.—Same.

WBKA-FM Brockton, Mass.—Same.

License for CP

WAAT-FM Newark, N. J.—License to cover CP new FM station.

Modification of CP

WUSJ Lockport, N. Y.—Mod. CP new FM station for extension of completion date.

WGBG-FM Greensboro, N. C.—Same.

WHKX United Bcstg. Co., Cleveland —Same.

WJAR-FM Providence, R. I.—Same.

WCAC Anderson, S. C.—Same.

KXYZ-FM Houston, Tex.—Same.

KTRH-FM Houston, Tex.—Same.

License for CP

KRBA-FM Lufkin, Tex.—License to cover CP new FM station.

Modification of CP

WRNL-FM Richmond, Va.—Mod. CP new FM station for extension of completion date.

TV—76-82 mc

KOMA Inc., Oklahoma City—CP new commercial TV station Channel 5 76-82 mc, ERP vis. 17.3 kw, aur. 8.65 kw unl.

TV—174-180 mc

WLAC Bcstg. Service, Nashville, Tenn. —CP new commercial TV station on Channel 7 174-180 mc, ERP vis. 16.0 kw, aur. 14.2 kw unl.

TV—192-196 mc

The Greenville News-Piedmont Co., Greenville, S. C.—CP new commercial TV station Channel 10 192-198 mc, ERP vis. 27.8 kw, aur. 13.9 kw.

AM—1250 kc

Glenn M. Gravitt, Colonel J. C. Vessels and H. V. Roberts d/b as Fort Payne On The Air, Fort Payne, Ala. —CP new standard station 1250 kc 100 w N 250 w D unl.

TENDERED FOR FILING

TV—186-192 mc

The Gable Bcstg. Co., Altoona, Pa. —CP new commercial TV station Channel 9 186-192 mc, ERP vis. 7.0 kw, aur. 3.5 kw.

Assignment of License

KXRJ Russellville, Ark.—Consent to assignment of license to Valley Bcstrs. Inc.

Acquisition of Control

WCCM Lawrence, Mass.—Acquisition of control of licensee corp. by Geo. H. Jaspert.

Transfer of Control

WWGP Sanford, N. C.—Consent to involuntary transfer of control to Anna Louise Gregory, administratrix of the estate of W. W. Gregory, deceased.

TV—204-210 mc

Grandview Inc., Manchester, N. H. —CP new commercial TV station on Channel 12, 204-210 mc, ERP vis. 10 kw, aur. 5 kw.

AM—1490 kc

Thomas J. Wallace, Tucson, Ariz.— CP new standard station 1490 kc 250 w unl.

KVOU Uvalde, Tex.—CP change frequency from 1490 to 1450 kc.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,705 licensed, 331 construction permits, 269 applications in pending file, 320 applications in hearing; FM—143 licensed, 104 conditional grants,, 766 CPs (of which 428 are on air under special temporary authority) 41 applications pending, 44 applications in hearing; television—seven licensed, 103 CPs (of which 24 are on air), 308 applications pending of which 194 are in hearing.

APPLICATION RETURNED

Transfer of Control

WMAN Mansfield, Ohio—Involuntary transfer of control of licensee corp. from Monroe F. Rubin, deceased, to Ruth Rubin, executrix of estate of Monroe F. Rubin. RETURNED July 16.

APPLICATION DISMISSED

Modification of CP

KPRC-FM Houston, Tex.—Mod. CP new FM station to increase ant. height above average terrain to 371 ft., and make changes in ant. system. DISMISSED July 19.

AM STATION DELETION

Schoharie County Community Service Bcstg. Corp., Cobleskill, N. Y.— Deletion July 15 authorization for 1420 kc 1 kw D and call WCSR deleted.

July 22 Decisions . . .

BY COMMISSION EN BANC

AM—1230 kc

WKAZ Norfolk, Va.—Granted mod. CP to change frequency from 1220 to 1230 kc, hours from D to unl. and specify trans. site and ant. (Comrs. Coy and Walker for hearing).

Hearing Designated

Radio South Inc., Jacksonville, Fla. —Designated for hearing application for new station 1400 kc 250 w unl., and made WTRR Sanford, Fla., party to proceeding (Comrs. Sterling and Jones for grant).

AM—1600 kc

Julius Louis Liebman, Kittanning, Pa.—Granted CP new station 1600 kc 1 kw D; engineering cond.; estimated cost: $21,500.

CP for Changes

KSUN Bisbee, Ariz.—Granted CP make changes in trans. equipment, install new vertical ant., and change trans. and studio location; engineering cond.

WLAY Sheffield, Ala.—Granted CP make changes in vertical ant., change type trans., change trans. and studio from Muscle Shoals to Sheffield, Ala.; engineering cond.

Hearing Designated

Frederick Bcstg. Co., Frederick, Md. —Designated for hearing application for new station 1330 kc 1 kw D.

AM—1290 kc

KHSL Chico, Calif.—Granted CP increase power from 1 to 5 kw, install new trans., change trans. location and mod. DA; engineering cod.

Modification of CP

WOKO Albany, N. Y.—Granted mod. CP for approval of DA, trans. and studio locations and to change trans. equipment; engineering cond.

Petition Denied

Community Bcstg. Service, Aliquippa, Pa.—Denied petition requesting reconsideration of action of Motions Commissioner on June 25 denying petition to amend application, and said action of Motions Commissioner was affirmed.

Removed from Hearing

W W B Z Vineland, N. J.—Removed from hearing calendar application to increase hours and closed record as of March 22 in this matter.

Petition Denied

KXRO Aberdeen, Wash.—Denied petition for reconsideration and grant without hearing of its application; and Commission amended its order of April 30, 1947 designating said application for hearing, to include issue whether application of Fred G. Goddard, KXRO manager, for Hoquiam, Wash., was filed in good faith or to block proposed competition [BROADCASTING, July 19], and ordered that hearing on said issue shall be held at Hoquiam, Wash, at time to be set by subsequent order of Commission.

KFAR Fairbanks, Alaska — Granted extension of special service authorization 660 kc 10 kw unl. to May 1, 1949.

WEAM Arlington County, Va. — Granted petition requesting reconsideration and grant of its application, and said application as amended was removed from hearing docket and granted to change hours from D to unl., increase power from 1 kw to 5 kw, install DA and new trans. and move to new site; cond.

Sacramento Bcstrs. Inc., Chico, Calif. —Granted petition requesting reconsideration and grant without hearing of application, and application for new station was granted to operate on 1150 kc 1 kw unl. DA-N, subject to cond. that applicant satisfy all legitimate complaints of blanket interference occurring within the 250 mv/m contour. Estimated cost: $24,500.

KGDM Stockton, Calif.—Granted petition for reconsideration and grant without hearing of application; and said application was granted to increase power from 5 kw to 10 kw, make changes in DA and install new trans., subject to cond. that applicant satisfy all legitimate complaints of blanket interference occurring within 250mv/m contour.

Joliet, Ill., Police Chief Loses Appeal in Firing

ERNEST E. OVERBEY, former police chief of Joliet, Ill., whose complaint against WJOL Joliet's use of horse-race programs occasioned a further hearing by FCC in its study of the station's renewal application [BROADCASTING, Feb. 3, Dec. 22, 1947], lost an appeal last week from a city board's action discharging him from the police post last Oct. 10.

Circuit Judge Roscoe C. Smith of Watseka handed down a decision upholding the Joliet Fire and Police Board. Mr. Overbey may appeal. His discharge was based in his operations as police chief and did not relate to the WJOL case, in which he contended that local bookies were relying on horse-race information carried by the station. FCC action on the renewal application is still pending.

Columbia U.'s WCUV, WCSR Cobleskill Deleted

GRANTS for one FM educational station and one commercial AM outlet were deleted by FCC last week at request of the permittees.

Columbia U. President Dwight D. Eisenhower, in a letter to the Commission requesting deletion of the institution's WCUV (FM) on Channel 210 (88.9 mc), stated that "due to internal difficulties," plans for the outlet had been dropped.

Commercial AM grant deleted was for WCSR Cobleskill, N. Y., assigned 1 kw daytime on 1420 kc. Permittee was Schoharie County Community Service Broadcasting Corp., which received the authorization in April 1947. Owners include group of business and professional people headed by Sharon J. Mauhs, attorney and cattle breeder, who holds 41.75% [BROADCASTING, April 21, 1947].

At Deadline . . .

KPRC FILES SECOND SUIT ASKING PORT HURON TEST

SECOND SUIT filed by KPRC Houston Friday asking U. S. District Court at Houston to convene special three-judge tribunal for court test of FCC's WHLS Port Huron decision interpreting law on political broadcasts.

New case is similar to original (early story page 68; also BROADCASTING, July 19), except it asks trial by three-judge statutory court rather than District Court itself, and seeks to have FCC interpretations set aside instead of declaratory judgment on subject. New suit, which presumably will supersede original, was regarded as expediting maneuver since decisions of three-judge courts may be appealed straight to U. S. Supreme Court.

Frank W. Wozencraft, Washington counsel, and Jack Binion, Houston attorney, handling case for KPRC. Mr. Wozencraft expressed hope that three-judge court might hear case by end of month, in order to get interpretation of political-broadcast law as early in campaign season as possible. July 30 seemed likely hearing date rather than Aug. 2, previously fixed.

Meanwhile, motion for dismissal of first suit was filed by Justice Dept.

Dismissal plea, signed by William D. McFarlane, special assistant to U. S. Attorney General, is based largely on jurisdictional grounds.

WOI CHARGES FCC FAILED TO FOLLOW EVIDENCE

IOWA State College (WOI Ames) charged FCC Friday with going contrary to record facts in issuing its order abolishing AM special temporary authorizations [BROADCASTING, July 5].

In petition filed by Marcus Cohn, Washington counsel, college asked Commission to set aside its order and either call further hearing or refuse to adopt rule. Noting that nobody appeared in hearing to support rule, while nine attorneys appeared against it, petition continued:

> **As the Commission's Report and Order stands, it is public notice that irrespective of the testimony introduced or the argument made at any proposed rule-making proceeding, the Commission may disregard completely the record before it and come to a conclusion diametrically opposed to the unanimous set of facts set forth in the record.**
>
> **Elementary notions of administrative processes, fair play, and due process make it mandatory that the Commission give consideration and weight to, and base its conclusions upon the record in its rule-making proceedings. Had the Commission itself presented testimony at the proceeding or had its general counsel made argument, at least, there would have been something in the record on which the Commission could base its proposed rule. The result of the Commission's proposed rule-making in this matter is to make the entire proceeding a sham and an empty gesture at compliance with the Administrative Procedure Act and elementary concepts of due process.**

KFRU SOLD TO WATERS

SALE of KFRU Columbia, Mo., by Elzey Roberts, publisher of *St. Louis Star-Times*, and owner of KXOK St. Louis, to H. J. Waters Jr., publisher of *Columbia Tribune* and Mahlon R. Aldridge Jr., station manager, for $85,000, announced Friday subject to customary FCC approval. Station established in 1937 and operates on 1400 kc. with 250 w. It is ABC affiliate along with KXOK. Deal handled by Phil Jackson, of Blackburn-Hamilton Co.

SAGINAW PROPOSED GRANT GOES TO BOOTH STATIONS

PROPOSED decision announced by FCC Friday to grant new station at Saginaw, Mich., 1 kw fulltime, directional, on 790 kc to Booth Radio Stations Inc., licensee WJLB Detroit and WBBC Flint. Commission would deny mutually exclusive requests of Federated Publications Inc., WELL Battle Creek licensee, for new station in Lansing, and Saginaw Broadcasting Co. to switch WSAM Saginaw from 250 w on 1400 kc. Comr. Robert F. Jones dissented while Comrs. Rosel H. Hyde and Frieda B. Hennock did not participate.

FCC majority favored Saginaw over Lansing in view Sec. 307(b) of Communications Act, fair distribution of facilities law, and disqualified WSAM on grounds its directional antenna proposal was "substantially inferior" to requirements of standards. On issue of 30% daytime rural overlap between Booth's proposed Saginaw outlet and its WBBC, majority ruled duopoly ban should not be applied as service from several other outlets available and in consideration of other comparative factors.

WIBK GETS EXTENSION TO CONTEST RULING

WIBK Knoxville Friday granted extension of time by FCC to Aug. 13 to request oral argument and file exceptions to initial decision of ex-Comr. Clifford J. Durr which in effect would delete outlet [BROADCASTING, July 5]. Comr. Durr declared majority owner Rev. J. Harold Smith, evangelist, lacked "requisite qualifications of a licensee." Ruling followed lengthy investigation of Rev. Smith's business-religious activities and alleged misrepresentations made to Commission.

WSPD-TV SIGNS WITH NBC

WSPD-TV TOLEDO, owned by Fort Industry Co., signed as NBC television affiliate. Station went on air July 21. It will become inter-connected with NBC Midwest video network Sept. 20.

E. T. MORRIS named by Westinghouse Electric Corp. as Westinghouse Manager of Stratovision, projected nationwide airborne TV system developed jointly with Glenn L. Martin Co. He is asssistant to Vice President Walter Evans.

PAUL PORTER AIDS TRUMAN IN ANTI-INFLATION PROGRAM

PAUL A. PORTER, former FCC chair and later OPA Administrator, temporarily called Friday by President Truman to gov ment service as non-paid special Preside assistant to prepare explanation of anti-i tion program for presentation to Cong sional committees during special session.

Appointment of Mr. Porter was made a he attended cabinet meeting when special sion program was outlined.

WTHI TERRE HAUTE SOLD

APPROVAL of acquisition of control WTHI and WTHI-FM Terre Haute, Ind. Anton Hulman Jr. for $52,562.50 asked application filed Friday at FCC. He buys h ings of Frank E. McKinney, ABC vice pr dent Robert H. Hinckley, and associates.

KSJC LAS VEGAS DELETED

KSJC Las Vegas, Nev., deleted by FCC F day at request of applicants, R. K. Wittenb and R. L. Stoddard, partners doing busin as San Joaquin Broadcasters. Station h been assigned 1340 kc, 250 w fulltime; f granted Dec. 1947.

HIGH POINT TV PROJECT

APPLICATION for new commercial tele sion station on Channel 12 (204-210 mc) fi Friday at FCC by WMFR High Point, N. Effective radiated power 1 kw visual, 0. kw aural; antenna height above average t rain 378.6 ft. Total cost $90,000, first y operating cost $35,000, revenue unknown.

Closed Circuit

(*Continued from page 4*)

ities grants in Florida and Puerto Rico p sumably is angling for concessions. Not e Cuba opposes postponement of NARBA c ference from next month to Sept. 13, 1 Only nation not heard from is Canada, c ference host; she's expected to come throu

FULLTIME grant to WEAM Arlington, V is forerunner of similar authorizations scores of stations in same category, other th those now on Class I (Clear) channels. F of latter depends upon outcome of dayti sky-wave aspect of overall clear channel du cation issue.

NEED of TV station operators for tr association service meeting their special ne to be considered in near future by new N board Television Subcommittee, soon to named (see stories pages 4 and 27).

Argentine Demands Mestre Quit IABA

(*See Earlier Stories Page 23 and Editorial Page 46*)

ARGENTINE Broadcasters Assn. may quit Inter-American Broadcasters Assn. unless Goar Mestre resigns presidency of hemispheric group, according to word from Buenos Aires Friday.

As a result of publication in Peron newspapers of private letter from Herbert M. Clark, covering IABA sessions for BROADCASTING, to Sol Taishoff, Mr. Clark said he had received telephoned threats to his safety.

Presentation in Argentine Congress of bill to force government to "make freedom of information a reality for the country's radio" is foreseen.

Goar Mestre, Cuban station owner and de gate to IABA and its newly elected preside decided to leave country as result of offic suggestions.

Observers agreed most significant under ing issue is fact seizure of mail and int ference with press dispatch violate civil rig which Argentina is committed to guara under several international treaties.

Pointing out that Peronist newspaper tacks on Mr. Clark and BROADCASTING w absurd, American Embassy in Buenos Ai failed to intervene officially despite wide terest in incident.

Ever buy a Pig in a Poke?

Buying radio programs on the basis of percentages alone is closely akin to "buying a pig in a poke". Markets are people, not percentages. Ratings have meaning only in terms of homes reached, and ratings are projectable only to the segment of the population represented in the sample.

That's why WLW—with its 4-state Merchandise-Able Area almost evenly divided between rural and urban listeners—adopted the Nielsen Radio Index. And that's *how* advertisers know exactly what they are getting for their advertising dollar on WLW.

The NRI is an accurate cross section of *all* the nearly 3¼ million radio homes within WLW-Land. It provides a scientifically accurate picture of all listening, minute-by-minute. Thus an advertiser knows the total listening audience, his share of the audience, and the total number of homes reached per broadcast.

But that isn't all. Nielsen also reveals the Cumulative Audience—the number of *different* homes reached by one or more programs in a series of broadcasts. It is not the same people who listen to successive broadcasts—the audience is fluid. With each successive broadcast the advertiser reaches new listeners, as well as many of the same listeners. That is the manner in which radio is bought and sold, and the manner in which people listen to it.

That's why the Cumulative Audience is of extreme importance to the advertiser. It enables him to know the total number of home impressions made by this advertising in a series of broadcasts . . . and the cost per home impression.

For example: a morning newscast on WLW had an average *per broadcast* audience of 229,000 homes, Monday through Saturday, during four measured weeks of listening in February-March, 1948. But in the course of a week (6 broadcasts) this program reached 448,000 different radio homes. The average home reached heard 3.1 of the six broadcasts—accounting for 1,388,800 home impressions at a cost of only $1.25 per thousand home impressions.

For further details, contact your nearest WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, see the Keenan & Eickelberg representative in Los Angeles, San Francisco or Portland, Ore.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation